



Attorney Docket No. 5098

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): John S. HENDRICKS, et al. Group Art Unit: 2611

Serial No.: 08/912,934 Examiner: Chris Grant

Filed: August 15, 1997 Confirmation No. 5188

Title: **AN OPERATIONS CENTER FOR A TELEVISION PROGRAM  
PACKAGING AND DELIVERY SYSTEM**

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**Box ISSUE FEE**

Commissioner for Patents  
Washington, DC 20231

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Sir:

Subject to approval by the Examiner, and responsive to the requirements set forth in the Notice of Allowability dated October 22, 2002, and the Notice of Draftsperson's Patent Drawing Review (attachment to Paper No. 15), dated October 21, 2002, submitted herewith are eighty-six (86) sheets of formal drawings (Figures 1-37b).

Respectfully Submitted,

Dated: January 17, 2003

  
John K. Harrop, Reg. No. 41,817  
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Attachments: Formal Drawings (Figures 1-37b on 86 sheets)  
Copy of Notice of Draftsperson's Patent Drawing Review

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
08/912,934	08/15/1997	JOHN S. HENDRICKS	5098	5188

TITLE OF INVENTION: OPERATIONS CENTER FOR A TELEVISION PROGRAM PACKAGING AND DELIVERY SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1280	\$0	\$1280	01/22/2003

EXAMINER	ART UNIT	CLASS-SUBCLASS
GRANT, CHRISTOPHER C	2611	725-109000

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Bethesda, MD US

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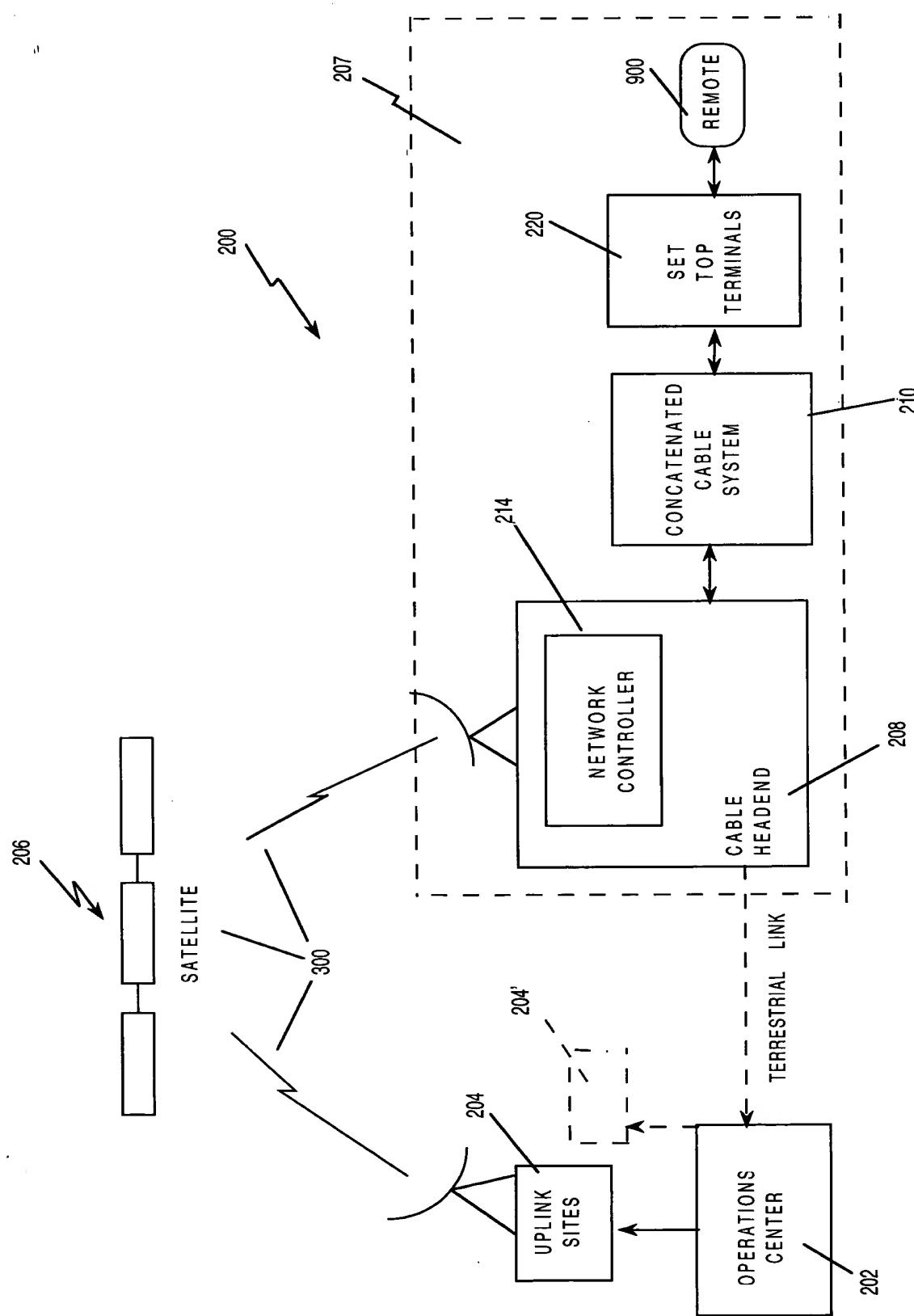
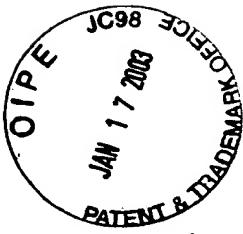


Fig. 1

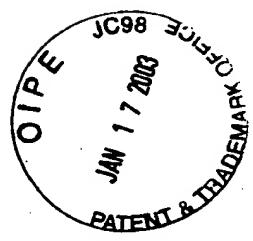


Fig. 2

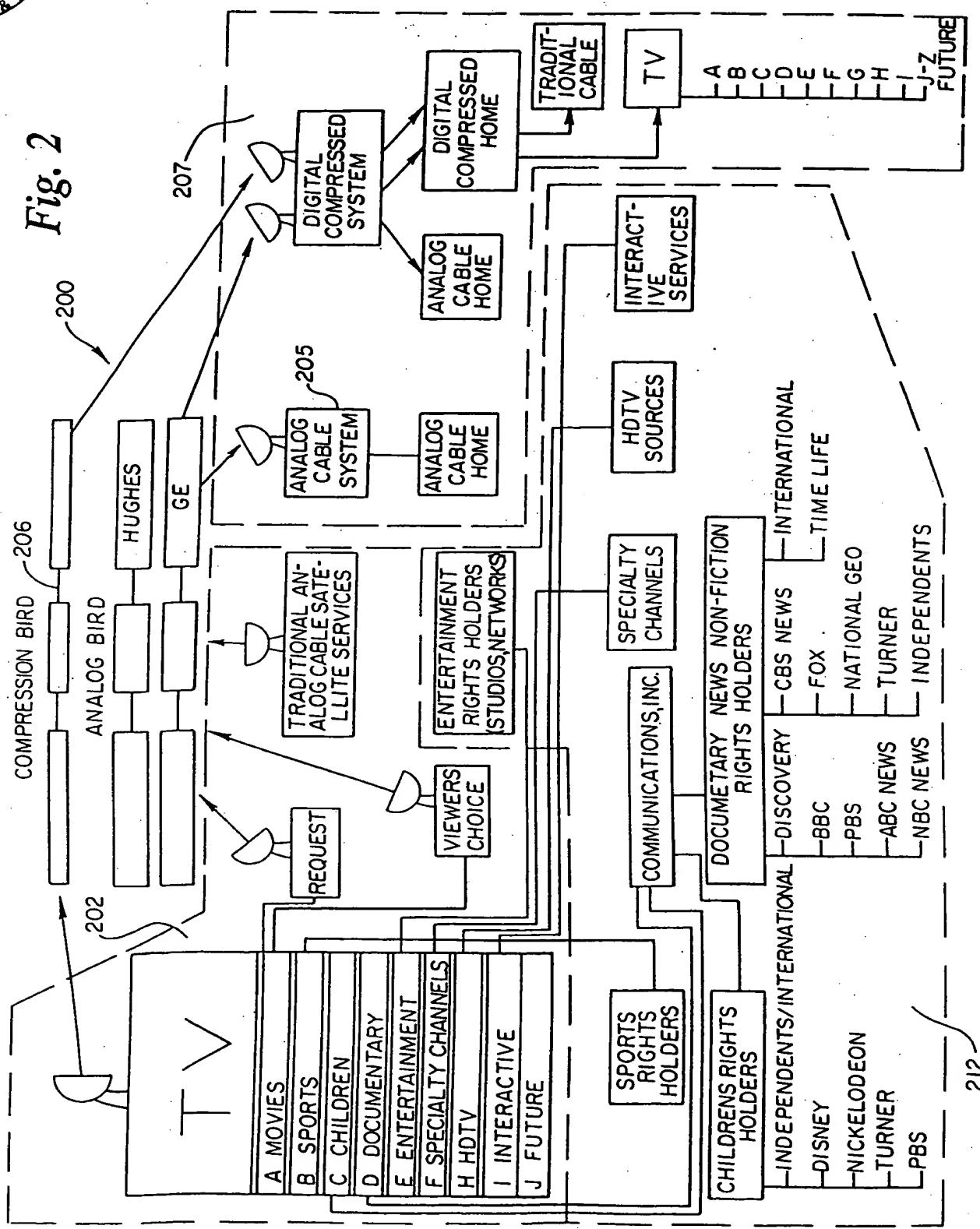
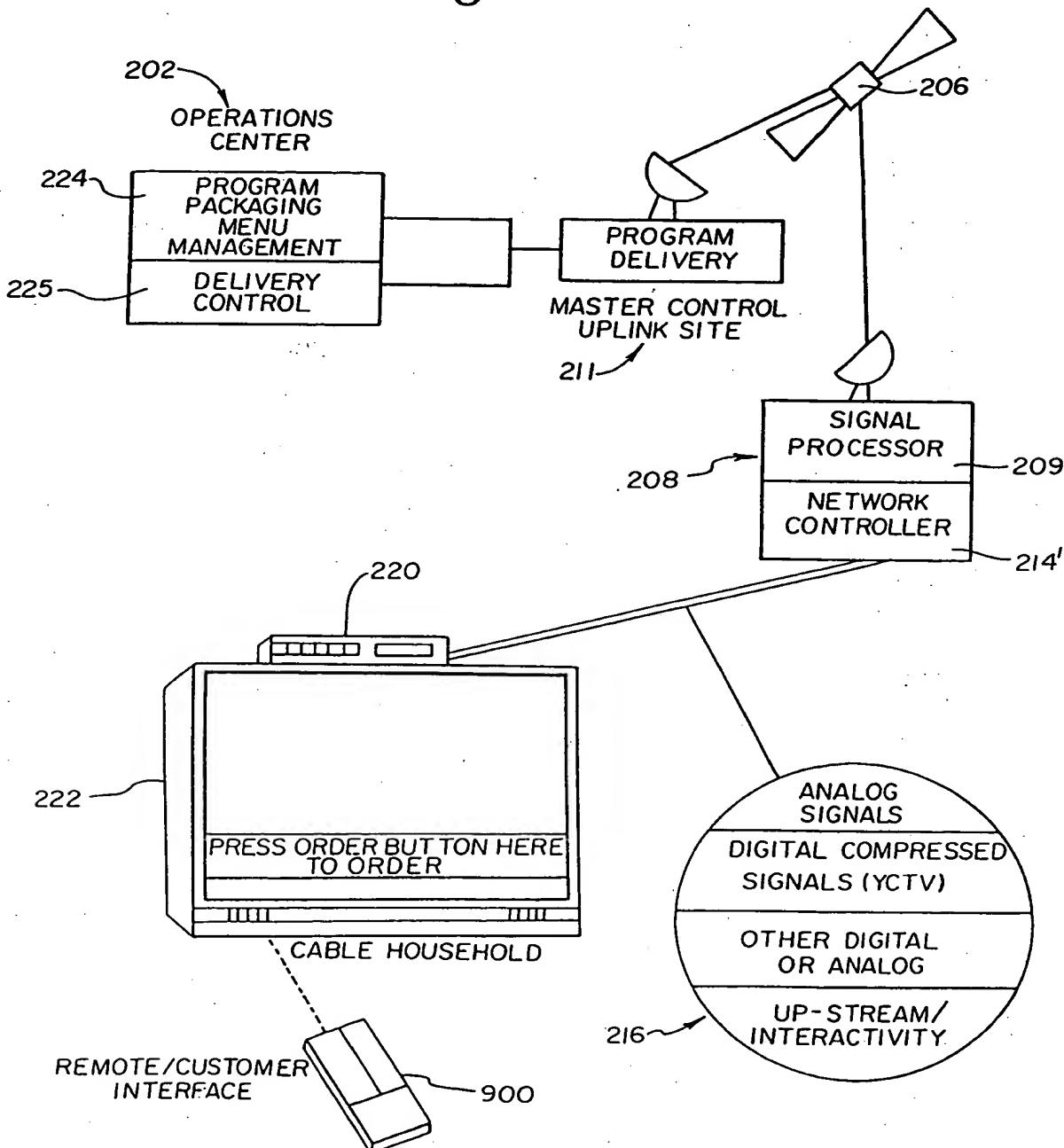
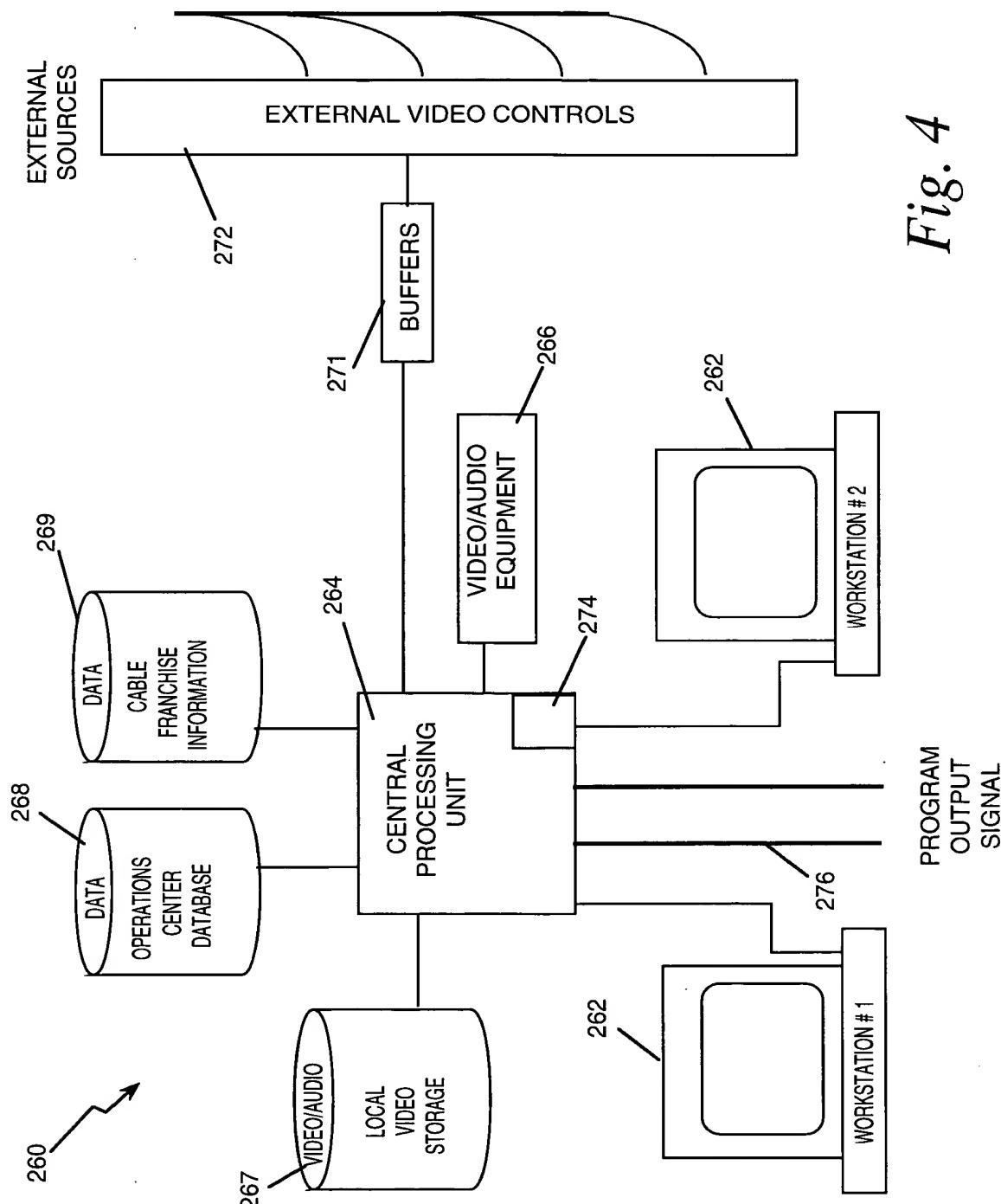
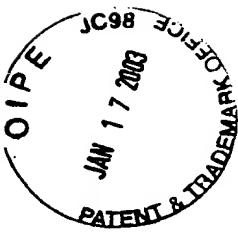




Fig. 3





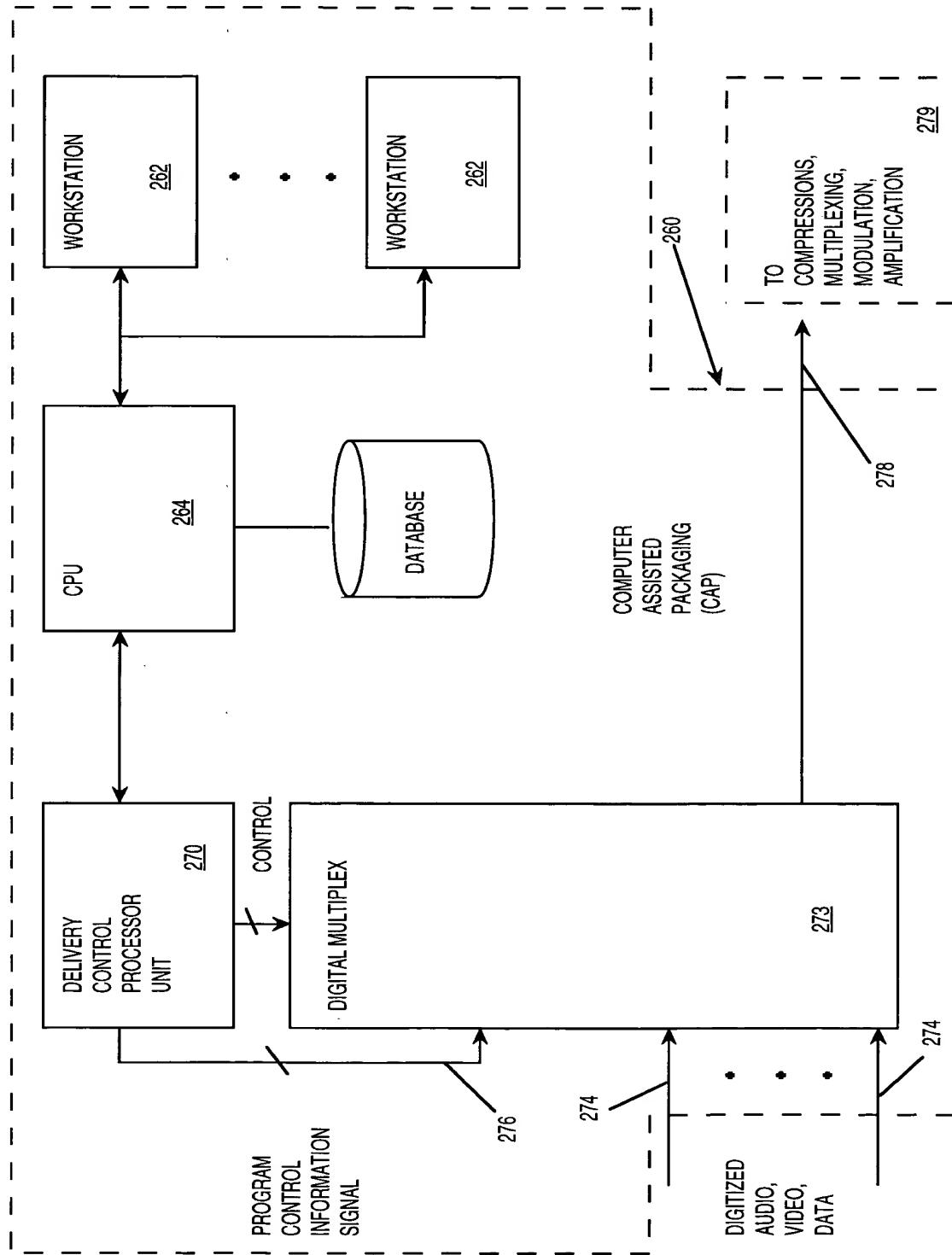
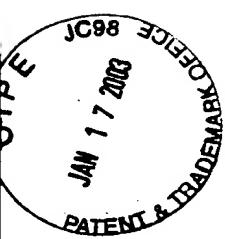
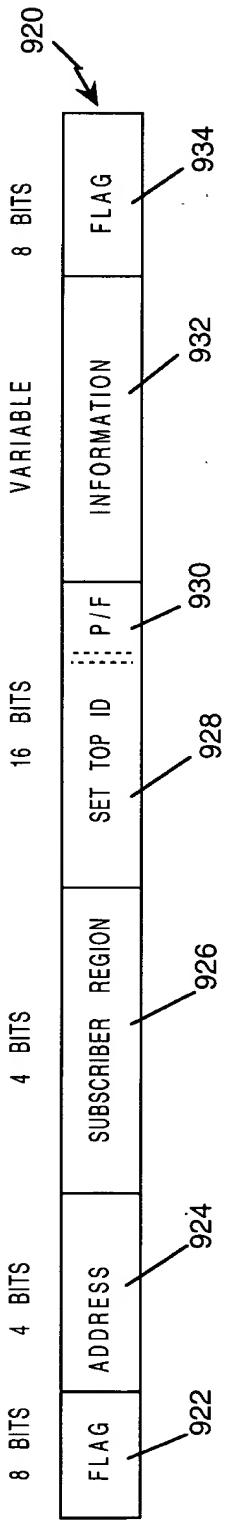
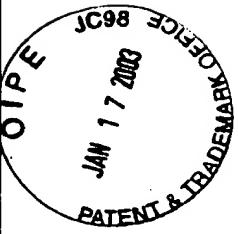
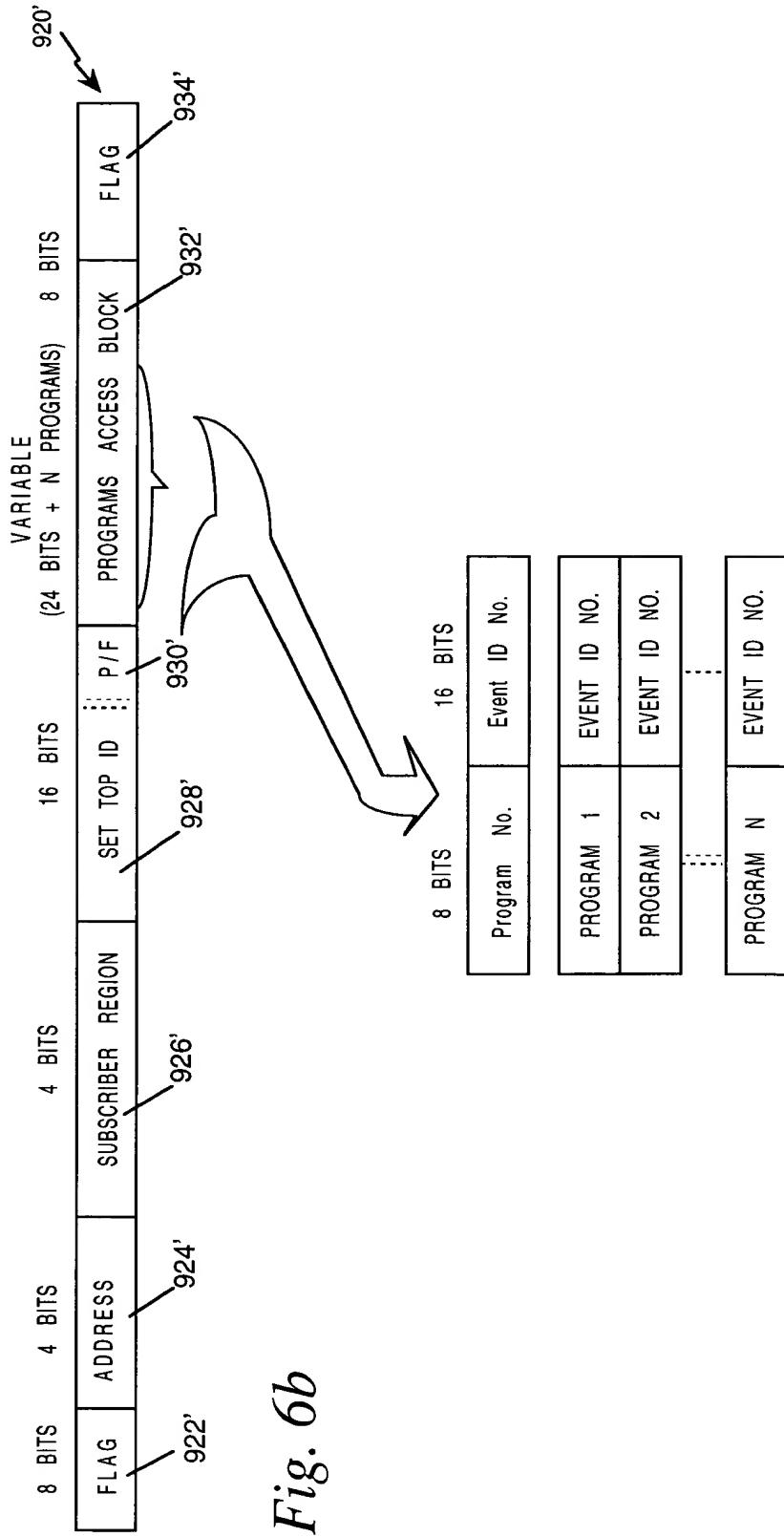


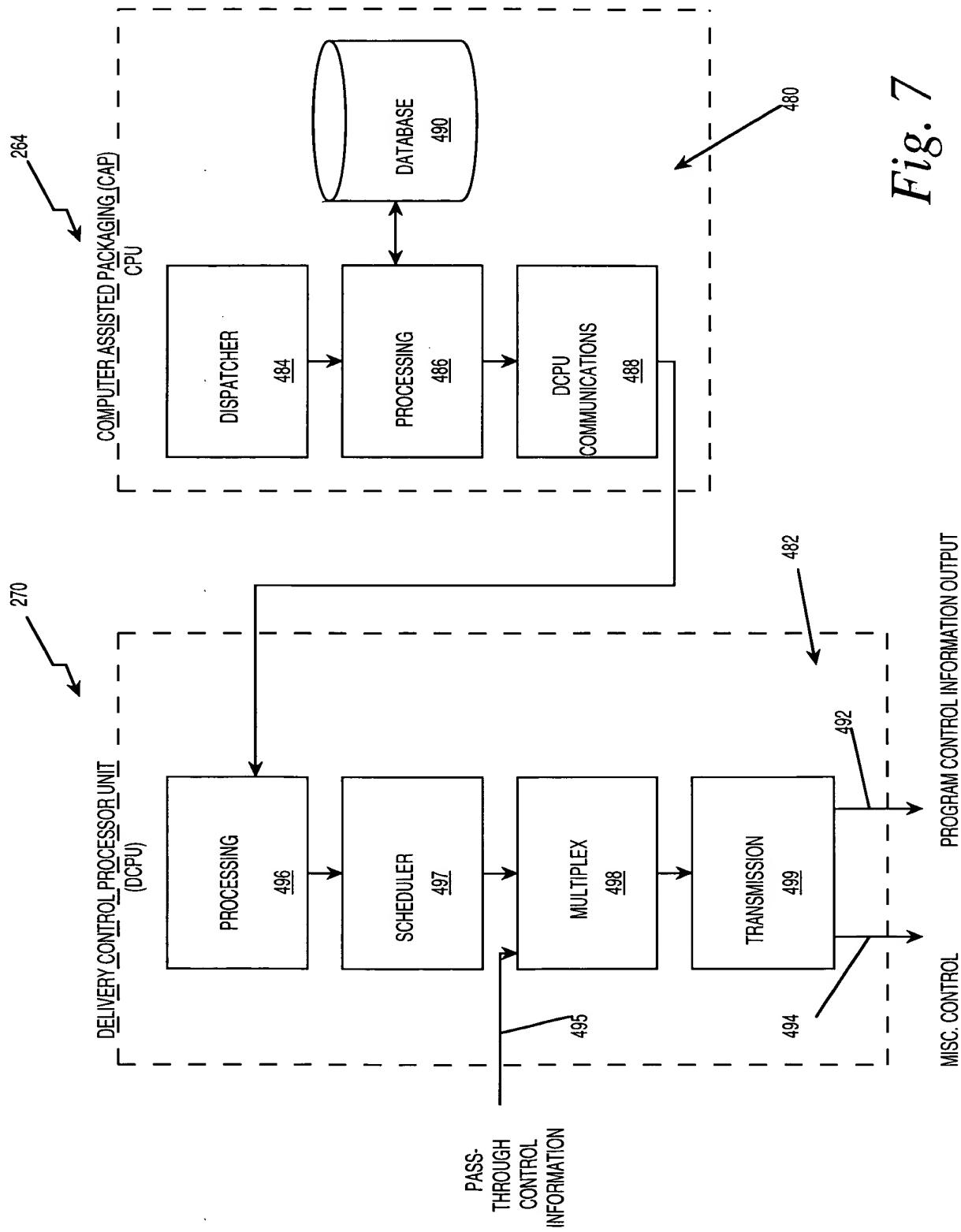
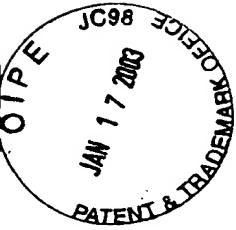
Fig. 5

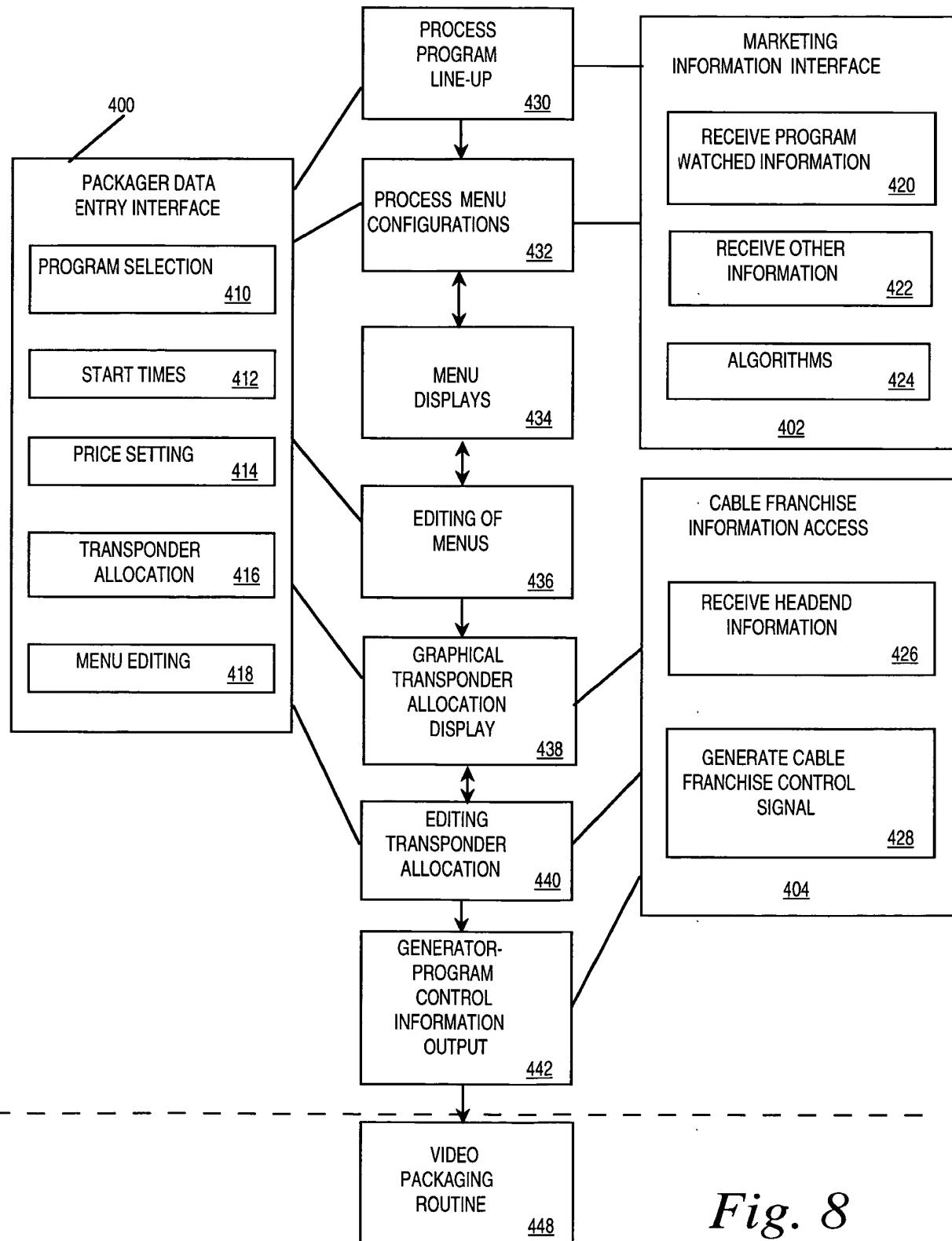
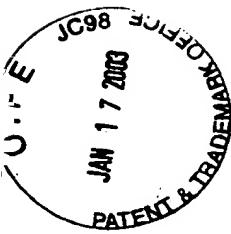


*Fig. 6a*

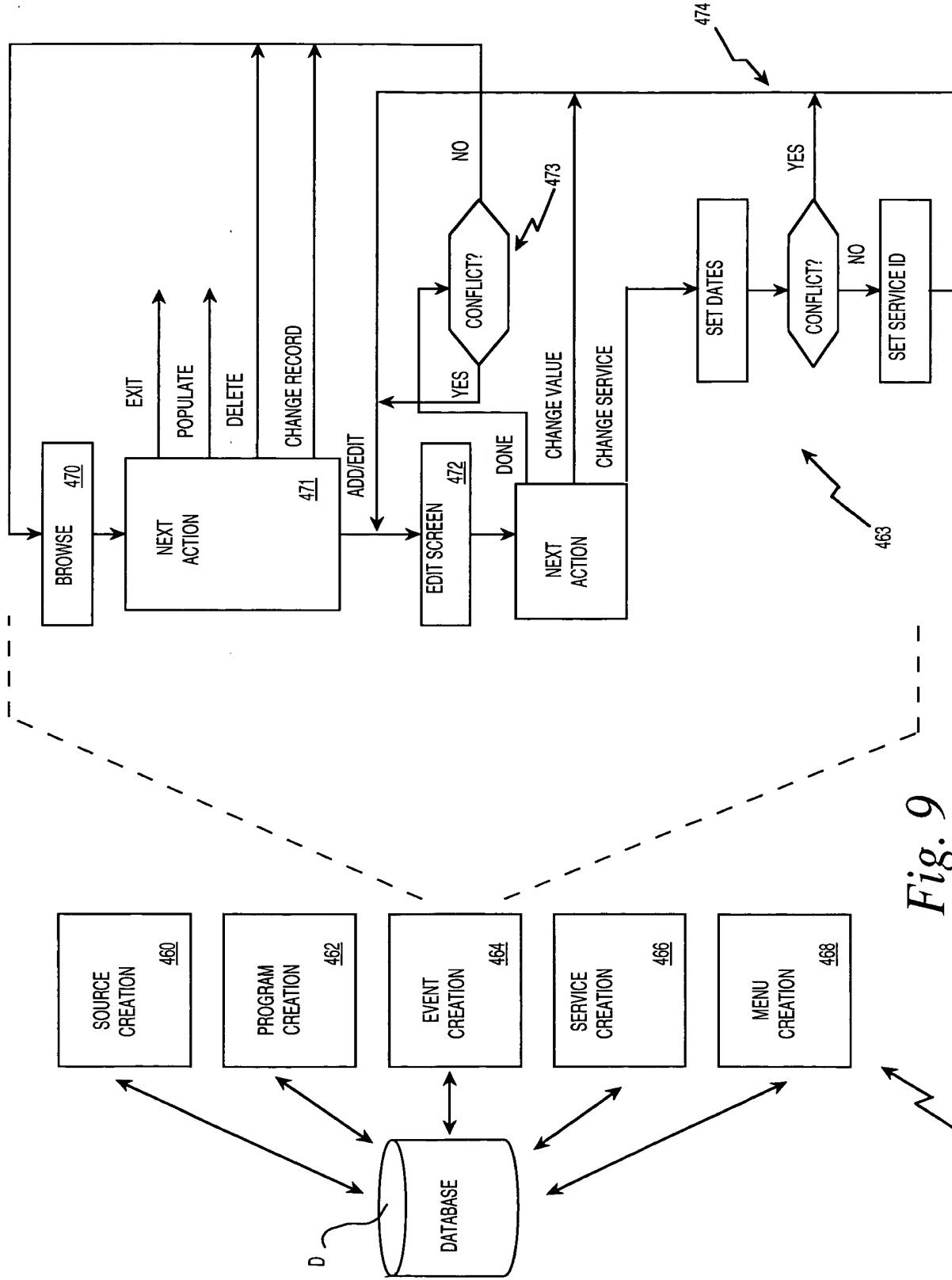
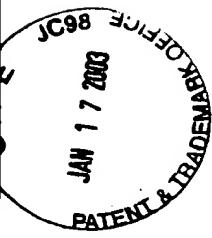


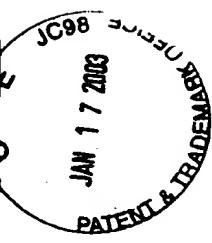
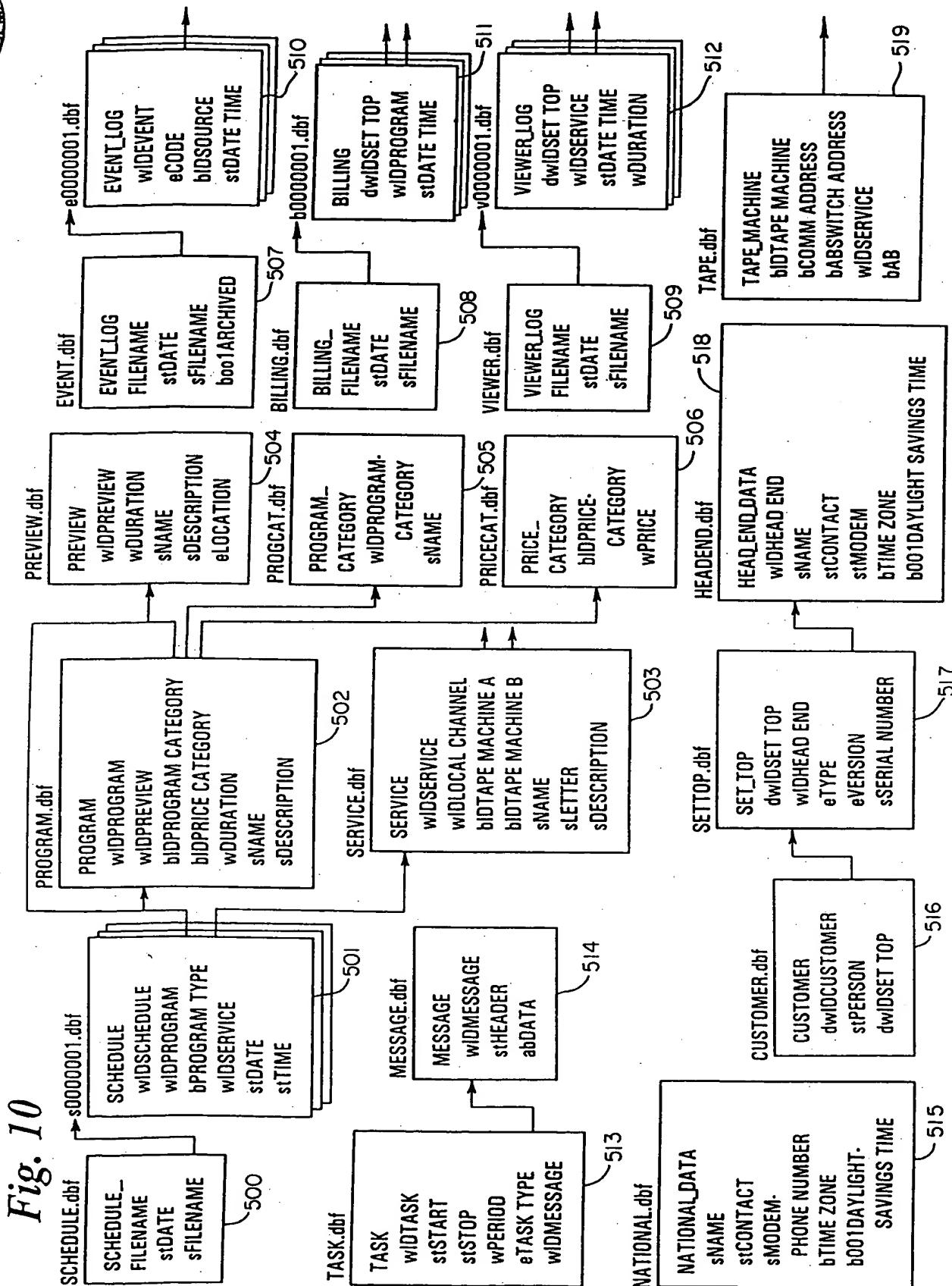
*Fig. 6b*





*Fig. 8*





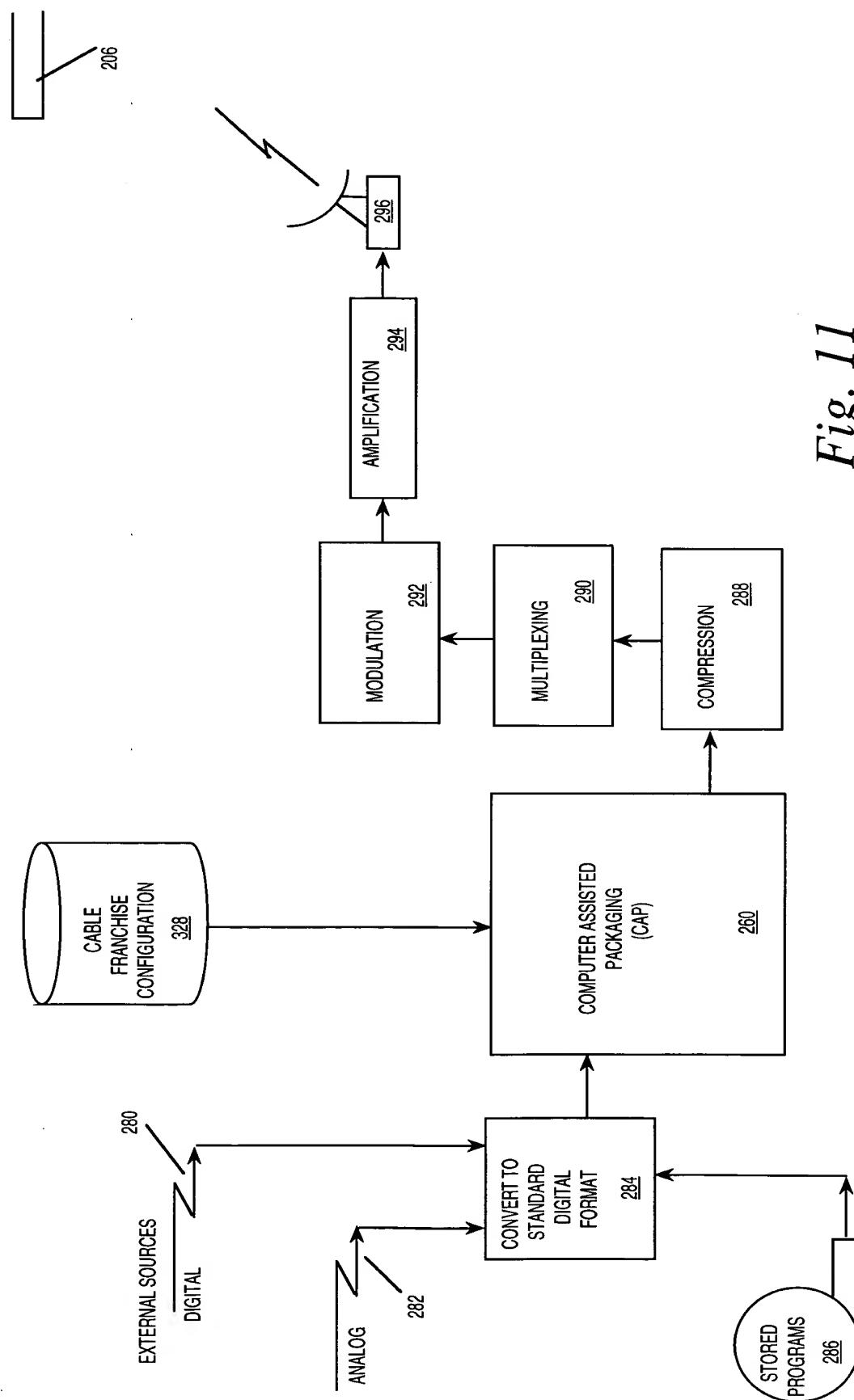
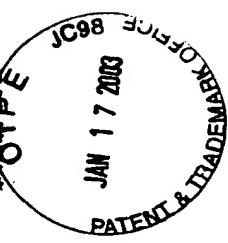
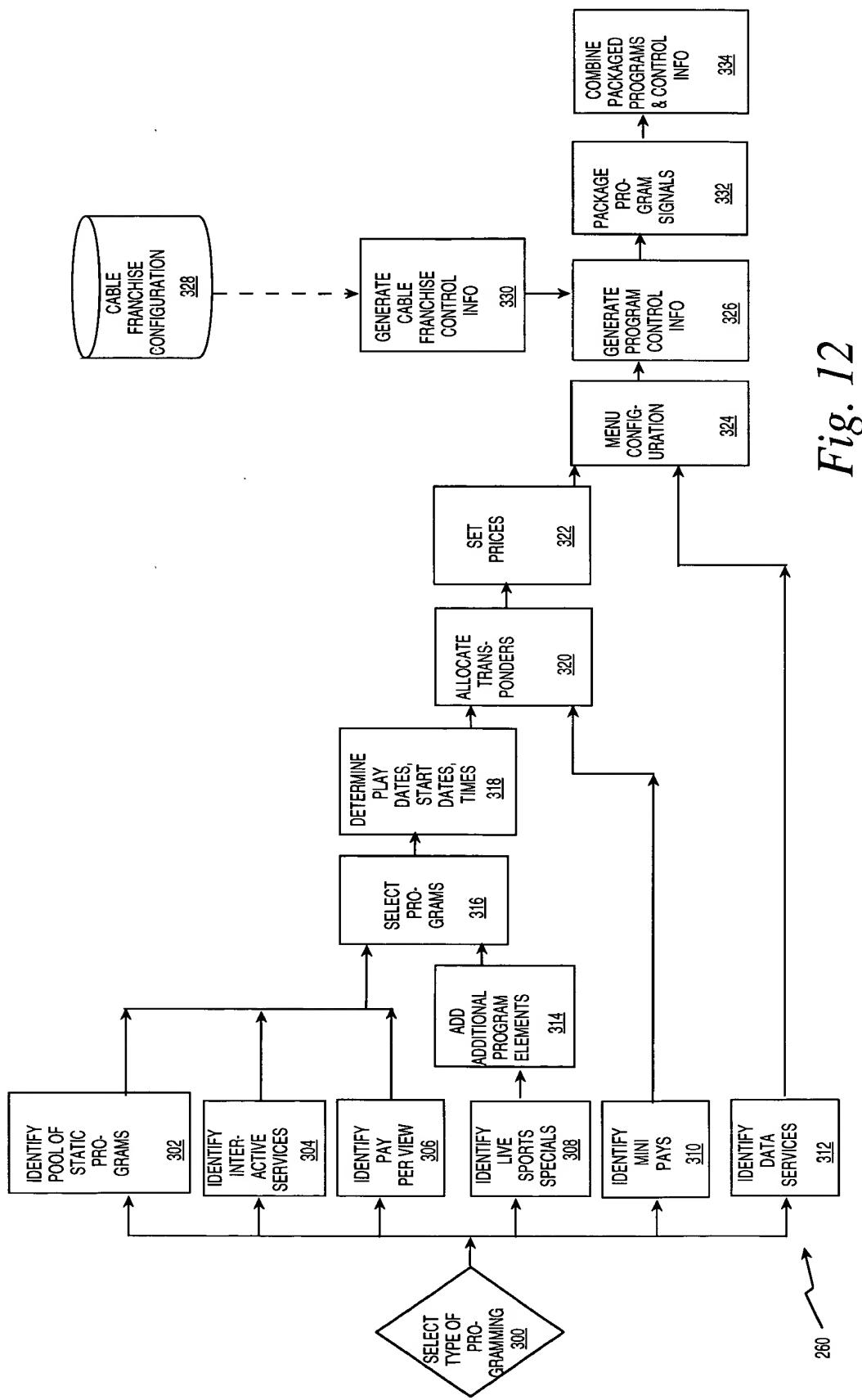
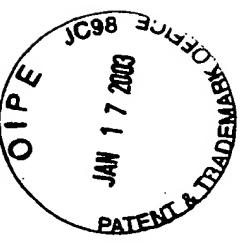
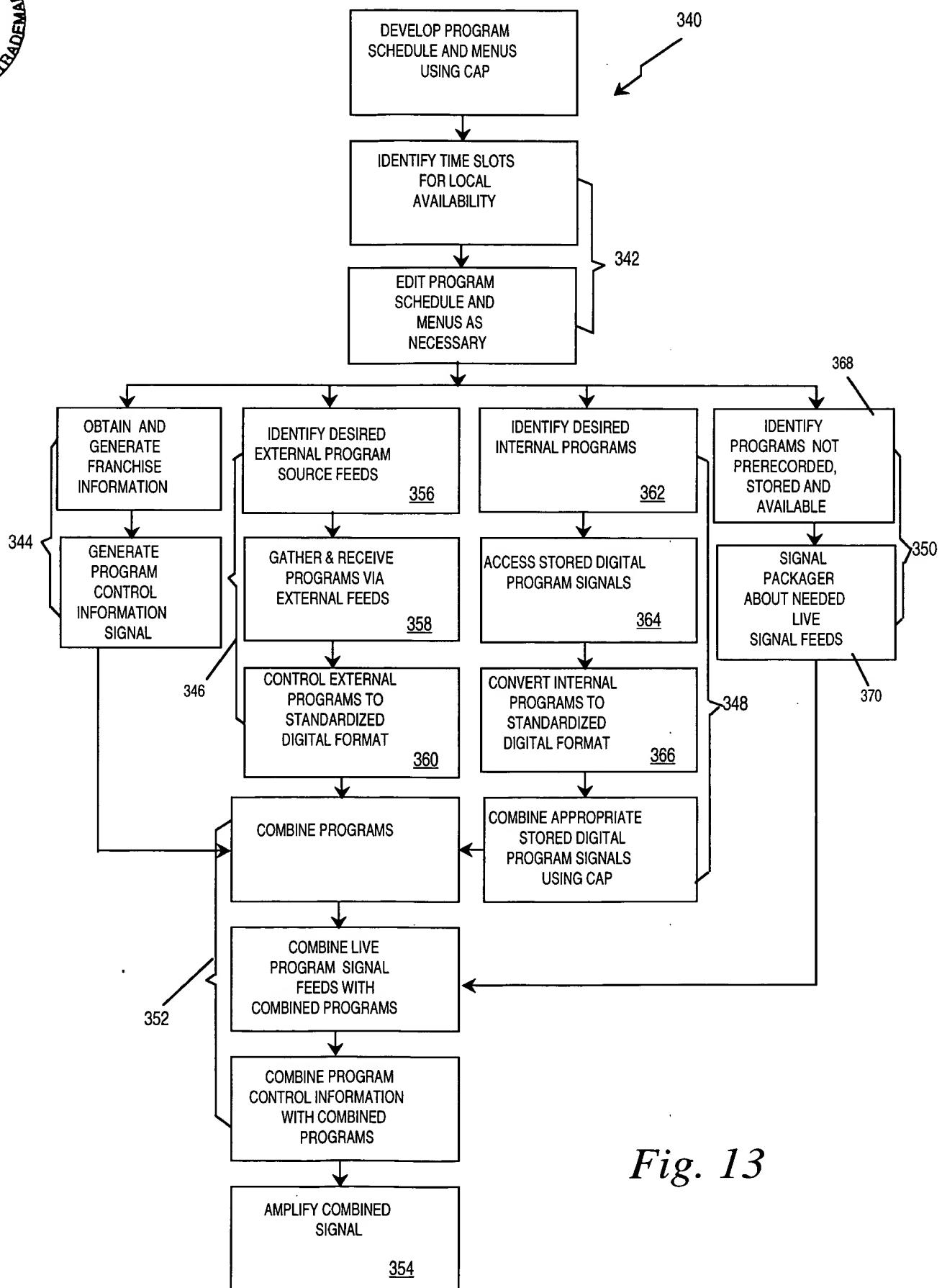


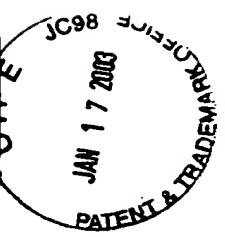
Fig. 11



*Fig. 12*



*Fig. 13*



mHz

750

227

320

226

0

DIGITAL (COMPRESSED 4 TO 1)

ANALOG

*Fig. 14*

CHANNELS MENUS

280

H  
G  
F  
E  
D  
C  
B  
A

40

30

20

10

HDTV& FUTURE

LOCAL

ALA CARTE CHANNELS

ENTERTAINMENT CHOICE

NON-THEATRICAL, INFORMATION VIDEOS

SPORTS ACCESS

MOVIE LIBRARY

HIT MOVIES

ANALOG PAY-PER-VIEW

PAY CHANNELS

BASIC AND  
EXPANDED BASIC

LOCAL BROADCAST  
CHANNELS

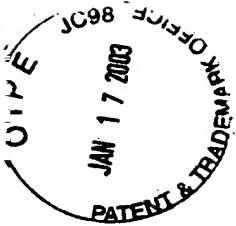
*Fig. 15*

230

229

228

CHANNEL MENU	PROGRAMMING CATEGORY	# CHANNELS ALLOCATED
A	MOVIES .....	50
B	SPORTS .....	2
C	CHILDRENS.....	3
D	DOCUMENTARY.....	14
E	ENTERTAINMENT.....	10
F	SPECIALTY CHANNELS.....	15
G	LOCAL .....	N/A
H	HDTV.....	4
I	INTERACTIVE .....	2
	COMBINED .....	100



*Fig. 16*

SATELLITE MOVIE  
OPTIONS

VCTV COMBO RATIO	AVAILABLE MENUS (1,283)	PRIORITY ONE MENUS	PRIORITY ONE PLUS TWO MENUS
1	8:1	HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES	HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 30 MINUTES
2	8:1		
3	8:1		
4	8:1		
5	8:1		
6	8:1		
7	8:1		
8	8:1		
9	4:1	SPORTS 8 SELECTIONS	SPORTS 2 SELECTIONS
10	4:1		
11	8:1	CHILDRENS 8 SELECTIONS	CHILDRENS 2 SELECTIONS
12	8:1	DOCS/NEWS 8 SELECTIONS	DOCS/NEWS 2 SELECTIONS
13	8:1	ENTERTAIN- MENT 8 SELECTIONS	ENTERTAIN- MENT 4 SELECTIONS
14	8:1	SPECIAL- INTEREST CHANNELS 16 SELECTIONS	SPECIAL- INTEREST CHANNELS 4 SELECTIONS
15	8:1	PROMOS (1/6 SCREEN)48	PROMOS (1/6 SCREEN)6
16	8:1	DATA STREAM	DATA STREAM
17	8:1 or max	MUSIC 32 DIGITED STATIONS	MUSIC 4 DIGITED STATIONS
18	8:1 or max		

244

240

242

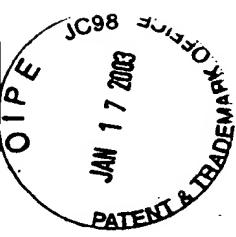
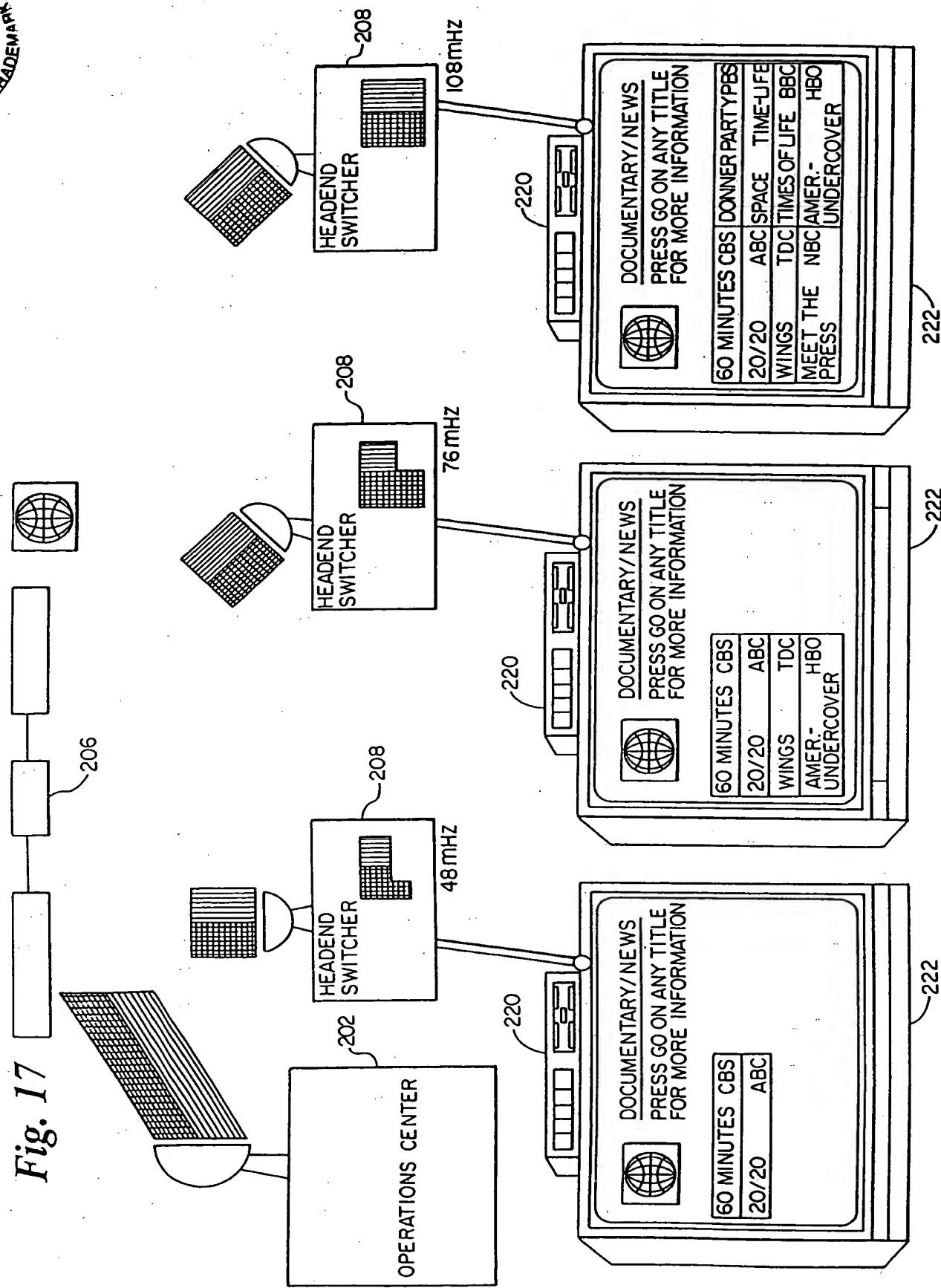
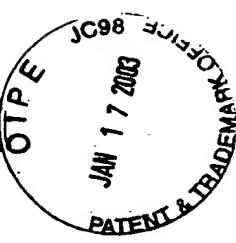


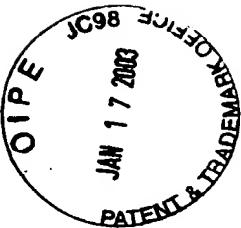
Fig. 17



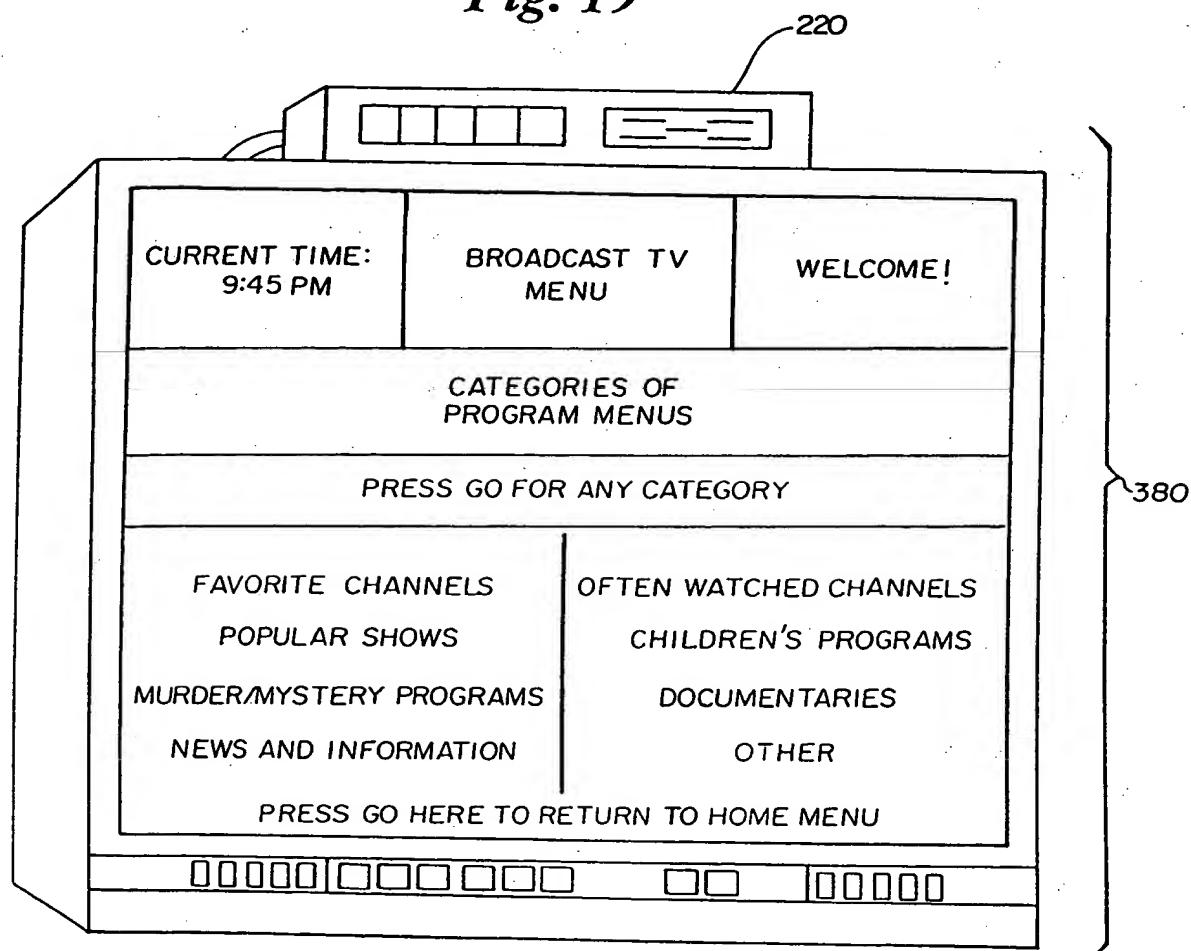


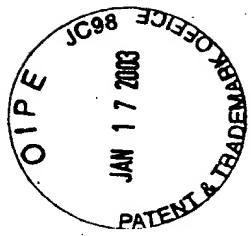
*Fig. 18*

VCTV COMP. COMBO RATIO	TYPICAL WEEKDAY PRIME	SATURDAY AFTERNOON OCTOBER
1		
2		
3		
4		
5		
6		
7		
8		
9	SPORTS 8 SELECTIONS	SPORTS 16 SELECTIONS
10		
11	CHILDRENS 8 SELECTIONS	CHILDRENS 4 SELECTIONS
12	DOCS/NEWS 8 SELECTIONS	DOCS/NEWS 4 SELECTIONS
13	ENTERTAIN- MENT 8 SELECTIONS	ENTERTAIN- MENT 6 SELECTIONS
14	SPECIAL- INTEREST CHANNELS 16 SELECTIONS	SPECIAL- INTEREST CHANNELS 8 SELECTIONS
15	PROMOS (1/6 SCREEN) 48	PROMOS (1/6 SCREEN) 48
16	DATASTREAM	DATA STREAM
17		
18	MUSIC 32 DIGITED STATIONS	MUSIC 32 DIGITED STATIONS

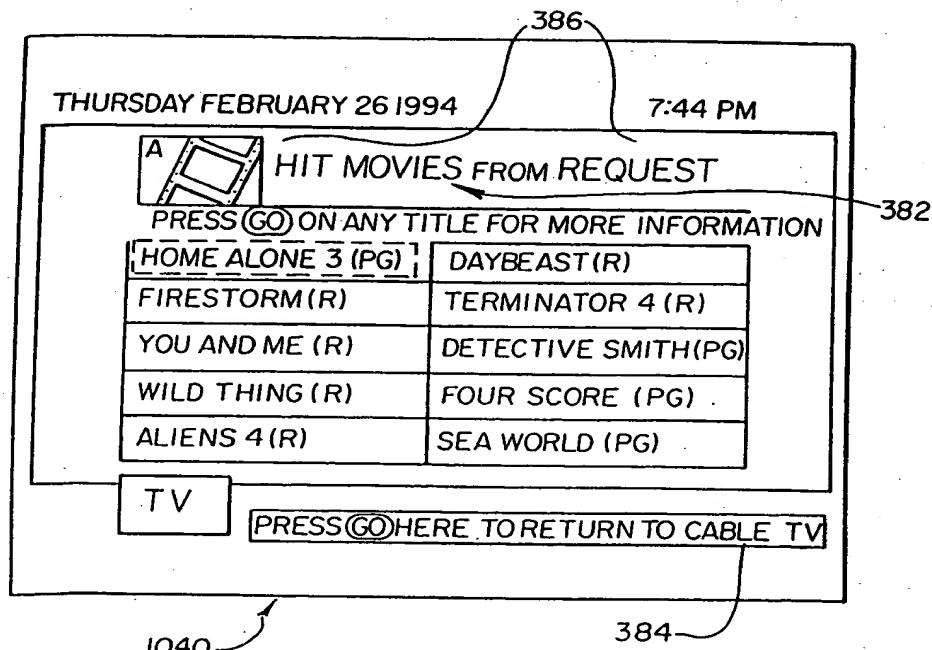


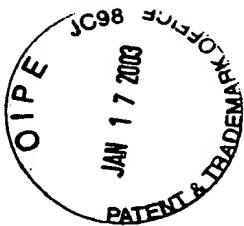
*Fig. 19*



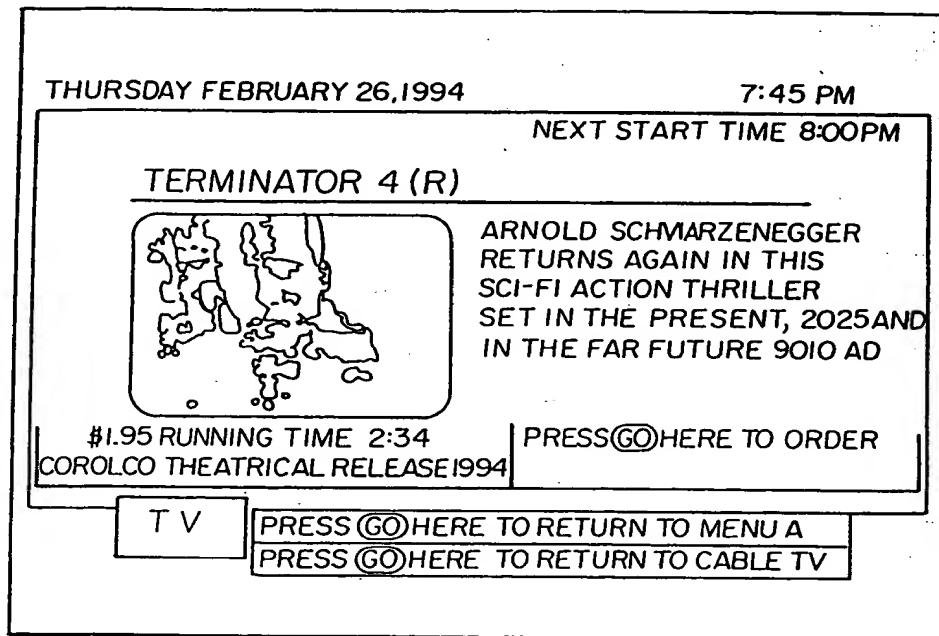


*Fig. 20*

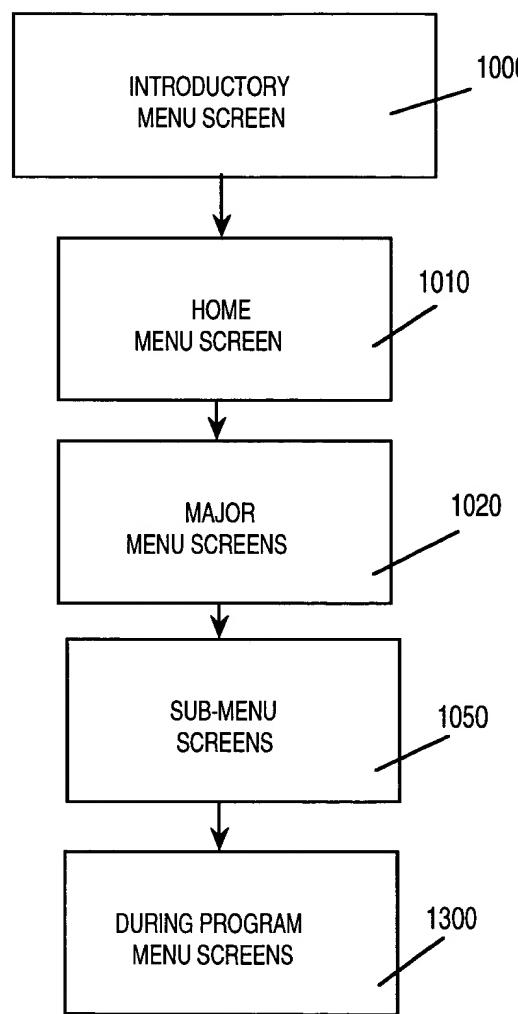
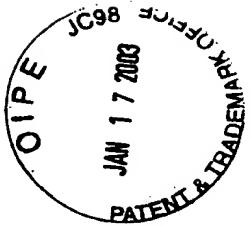




## Fig. 21



1120



*Fig. 22*

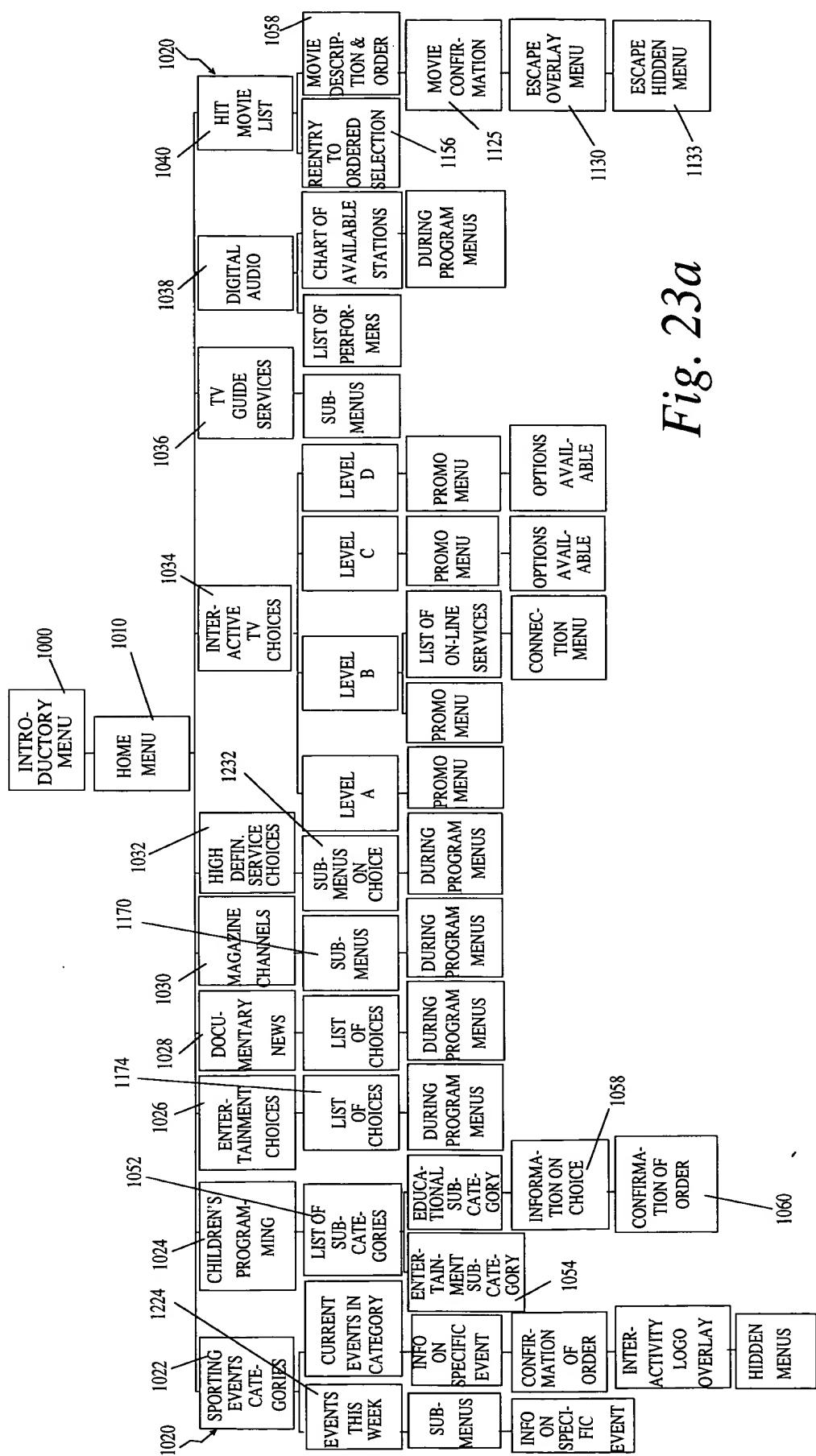
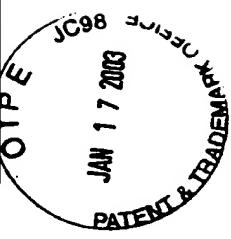


Fig. 23a

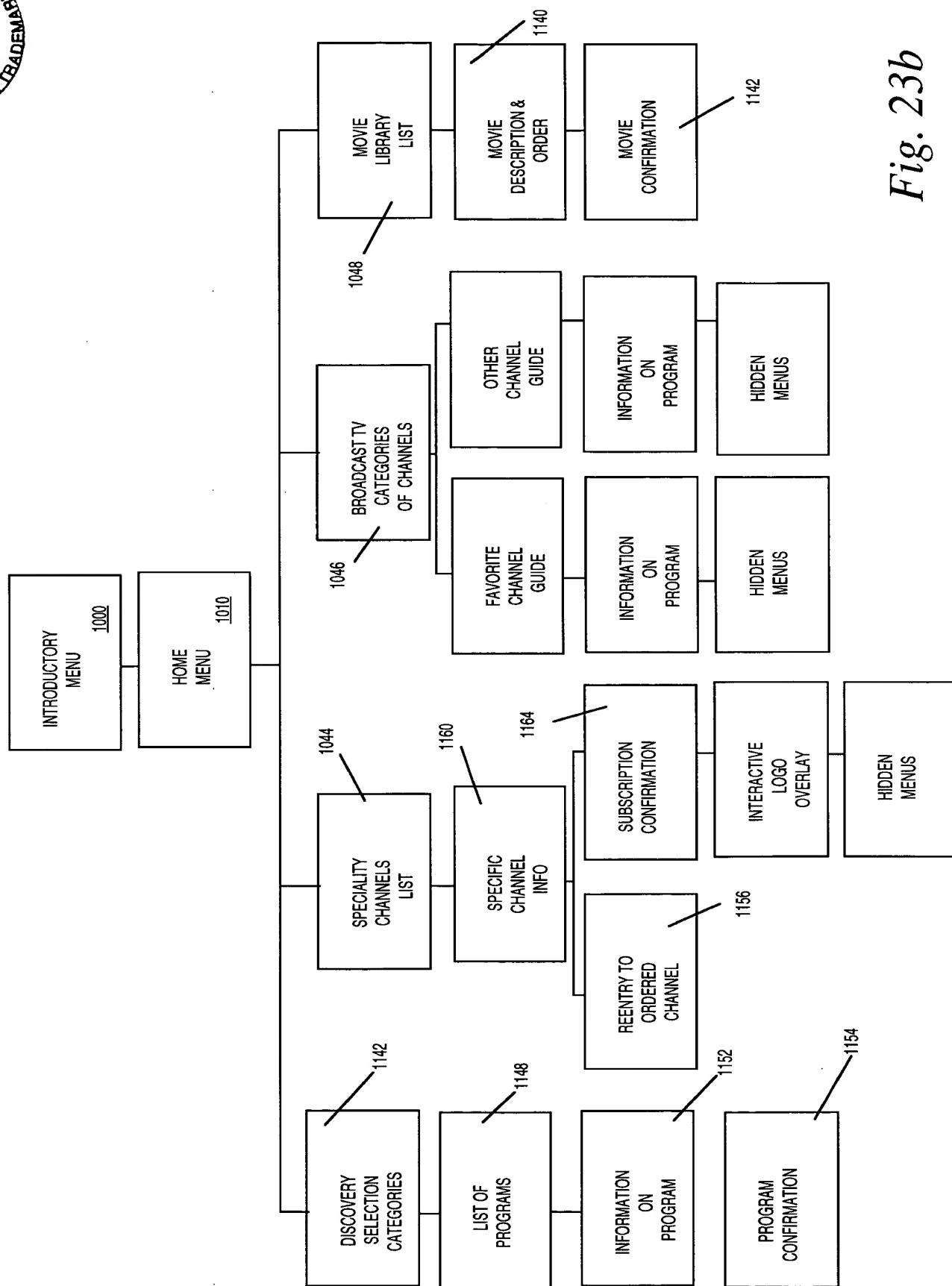
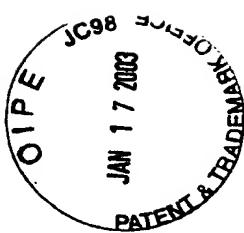
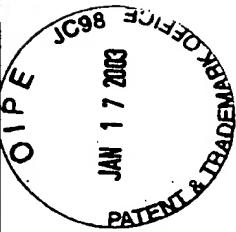
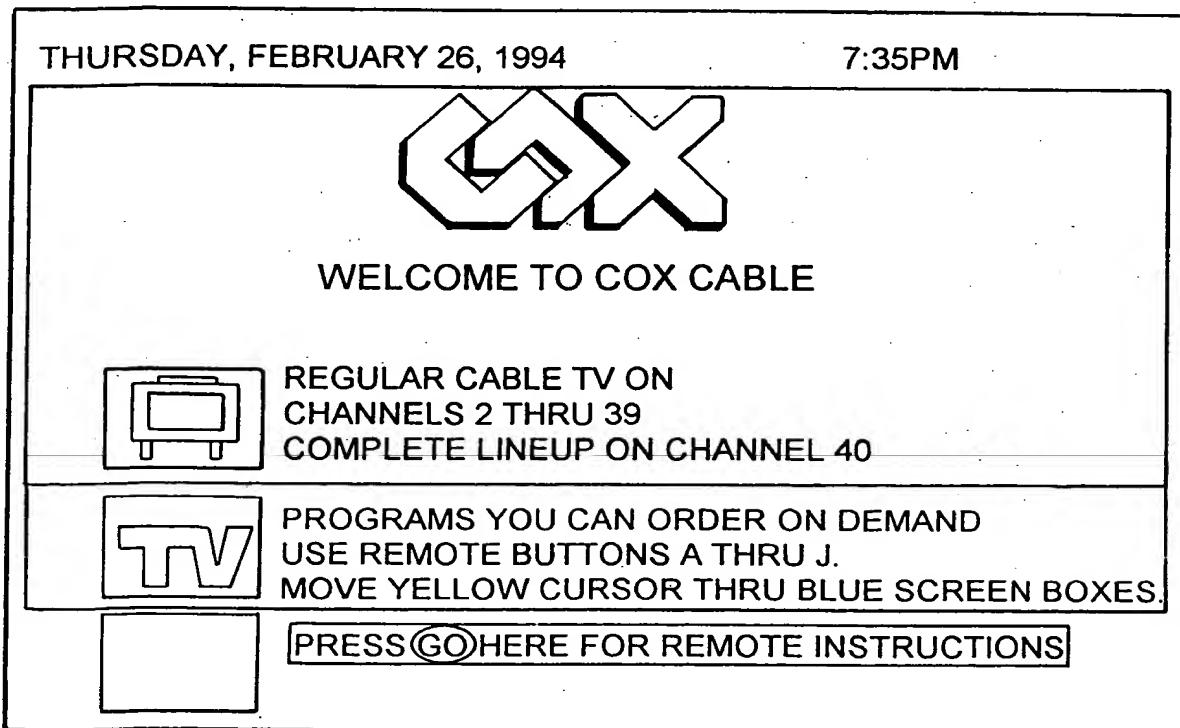
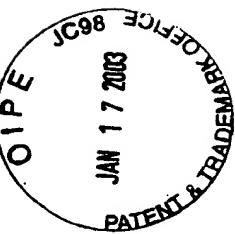


Fig. 23b

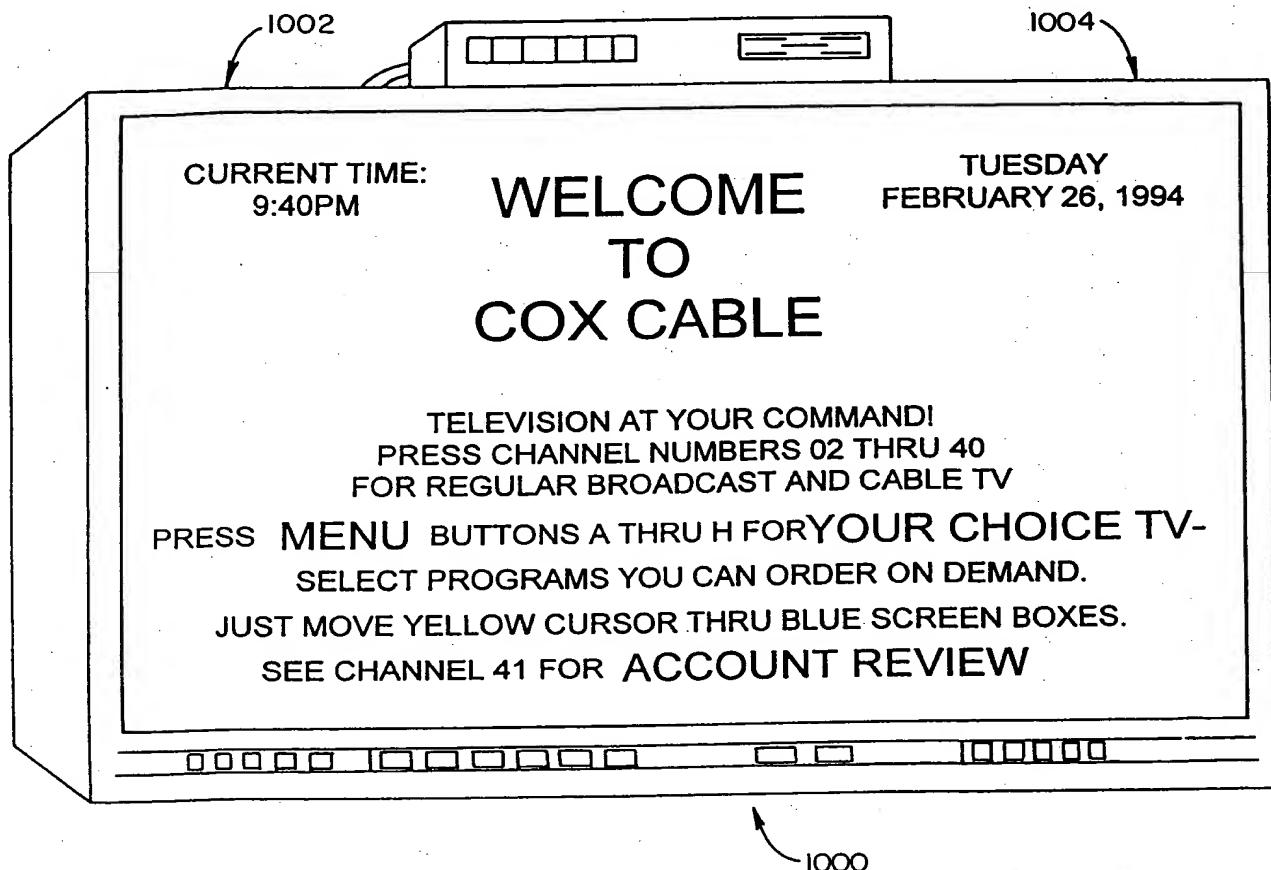


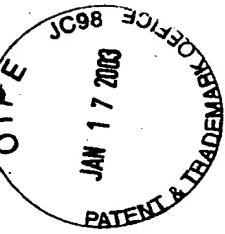
*Fig. 24a*





*Fig. 24b*





## Fig. 25a

SATURDAY, DECEMBER 28, 1984				6:30PM			
?	BASIC	?	BASIC PLUS	?	ECONOMY	?	ALA CARTE AND PREMIUM
2	CBS	13	CNN	24	VH-1	35	SCI-FI
3	NBC	14	CNN	25	TLC	36	TOON
4	NBC	15	DISC	26	AMC	37	BRAV
5	ABC	16	ESPN	27	TNN	38	ROM
6	ABC	17	TBS	28	MEU	39	ENCR
7	FOX	18	TNT	29	E!	40	DISN
8	PBS	19	USA	30	CNBC	41	CINE
9	WTFC	20	FAM	31	LIFE	42	TMC
10	WKN	21	NICK	32	A&E	43	SHOW
11	WYAB	22	MTV	33	COURT	44	HBO
12	C-SPAN	23	TWC	34	TRAV		

PRESS GO ABOVE FOR CHANNELS PRESS GO BELOW FOR MENUS  
PRESS GO ON ? FOR INFO/PRICES

A B C D E F G H I J K-Z

1010

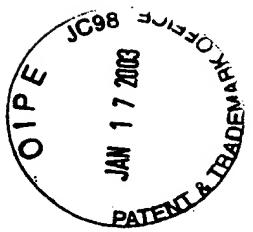
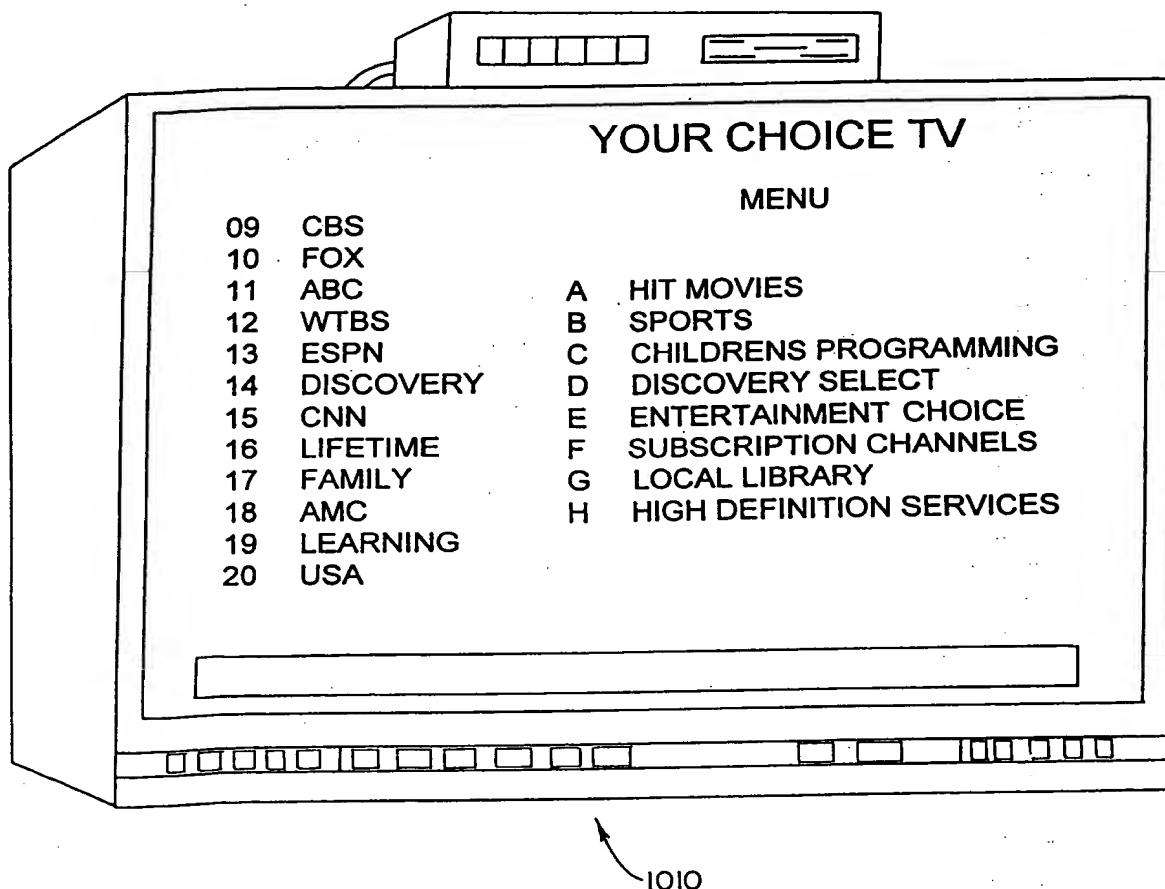


Fig. 25b



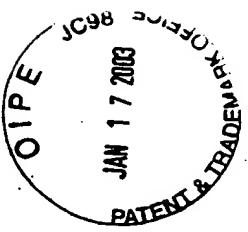
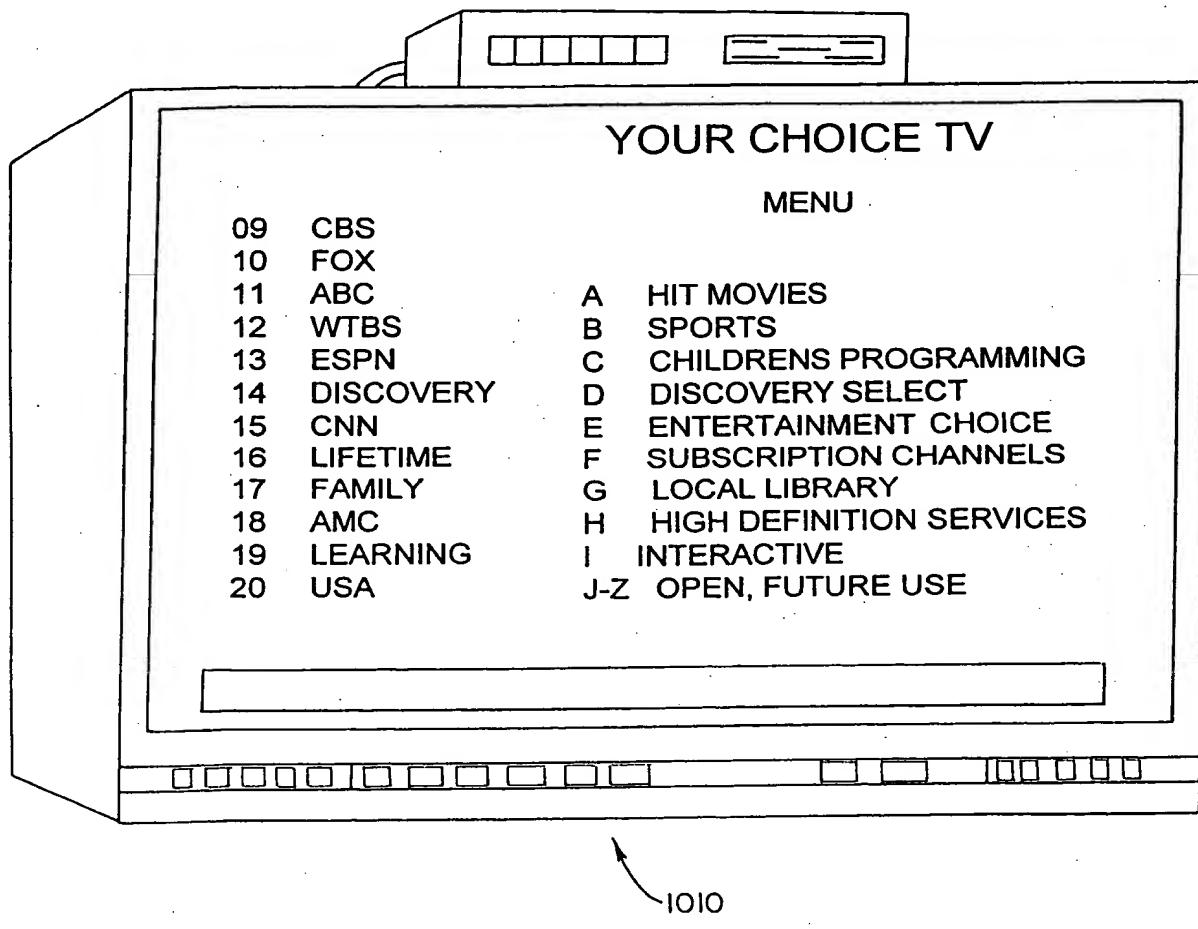


Fig. 25c



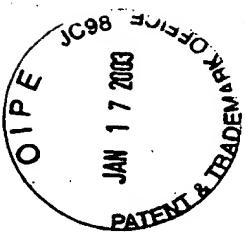
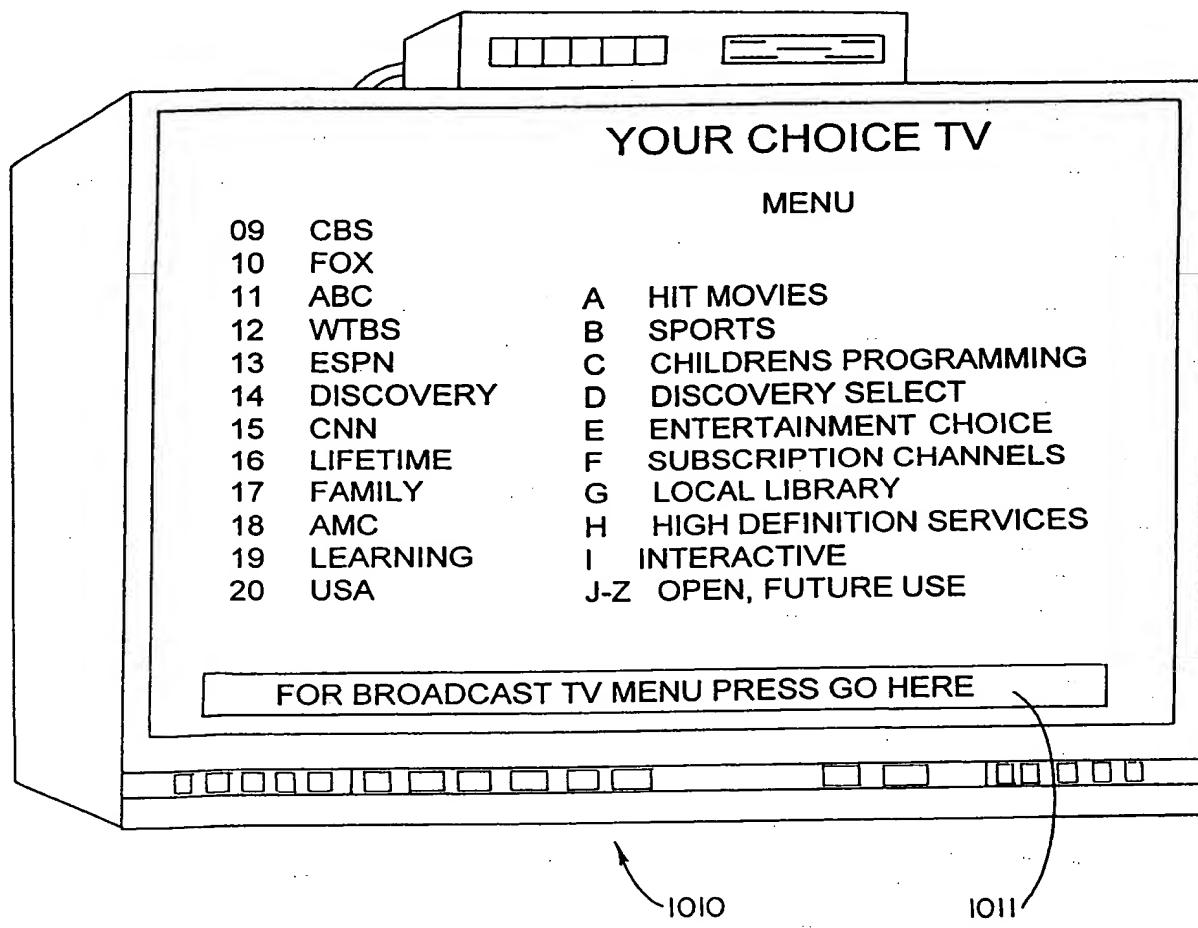
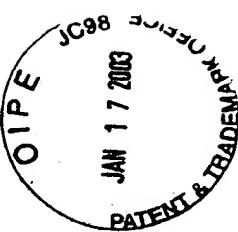


Fig. 25d





*Fig. 26*

THURSDAY, FEBRUARY 26, 1994		7:42PM
[13]	WJZ/ABC	27 LEARNING
[14]	HEADLINE	28 DISNEY
[15]	C-SPAN	29 HBO
[2] WMAR/NBC	16 C-SPAN II	30 CINEMAX
[3] LOCAL WEATHER	17 WWOR	31 SHOWTIME
[4] WRC/NBC	18 ESPN	32 LOCAL GOVT.
[5] WTTG/FOX	19 NICKELODEON	33 A&E
[6] CNN	20 WDCA/IND.	34 HTS
[7] WJLA/ABC	21 FAMILY	35 WERU/IND.
[8] DISCOVERY	22 WMPT/PBS	36 WTBS
[9] WUSA/CBS	23 LIFETIME	37 NASHVILLE
[10] TNT	24 INTERFAITH	38 VH-1
[11] WBAL/CBS	25 BET	39 MTV
[12] USA	26 WETA/PBS	40 CHANNEL LINEUP

MOVE YELLOW CURSOR TO SELECT CHANNELS AND PRESS **GO**

1010



Fig. 27a

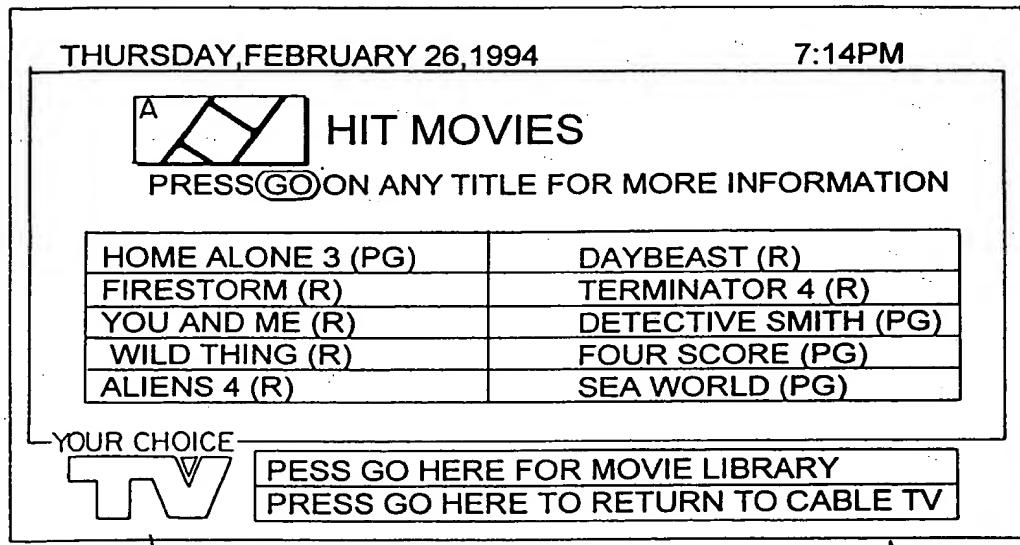
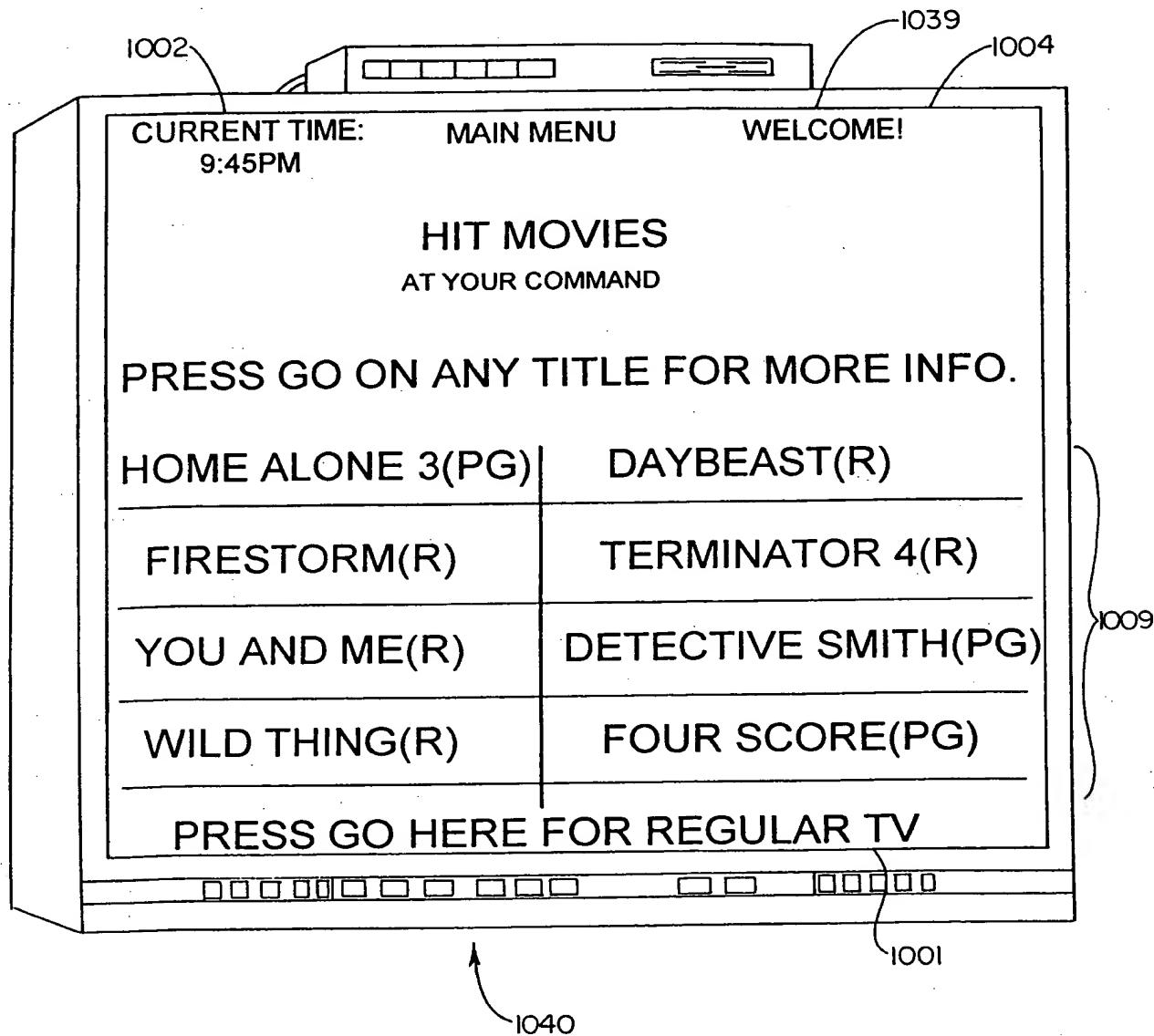
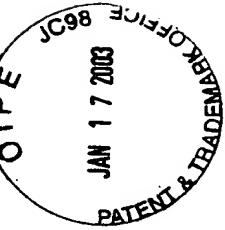




Fig. 27b



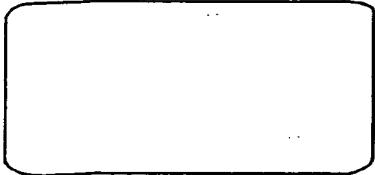


*Fig. 27c*

SATURDAY, DECEMBER 28, 1984                            6:31PM

**BASIC SERVICE**

CHANNELS 2-12



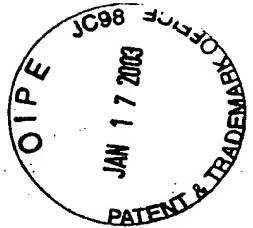
YOU NOW JUST PAY  
\$14 PER MONTH  
FOR BASIC SERVICE.

HIGHLIGHTS THIS MONTH  
OTHER SERVICES:

YOUR CHOICE 

PRESS GO HERE FOR INFO ON BASIC PLUS
PRESS GO HERE FOR INFO ON ECONOMY PACKAGE
PRESS GO HERE FOR INFO ON PREMIUM ALA CARTE
PRESS GO HERE FOR CHANNELS AND MENUS

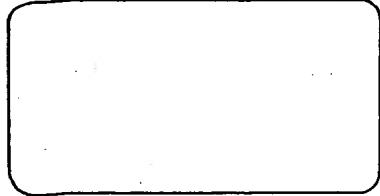
1420



*Fig. 27d*

SATURDAY, DECEMBER 28, 1984 6:32PM

**BASIC PLUS**  
CHANNELS 13-23



**CHANNELS 13-23**  
ARE THE NATION'S MOST  
WIDELY DISTRIBUTED  
CABLE SERVICES  
AND ARE AVAILABLE  
TO YOU FOR ONLY  
\$8.00 PER MONTH.

HIGHLIGHTS THIS MONTH

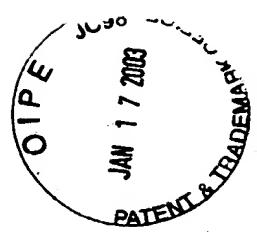
YOUR CHOICE



PRESS GO HERE TO ORDER

PRESS GO HERE FOR CHANNELS AND MENUS

1422



*Fig. 27e*

SATURDAY, DECEMBER 28, 1984                    6:33PM

## ECONOMY PACKAGE

CHANNELS 24-34

WHEN YOU ORDER YOU  
CAN IMMEDIATELY ENJOY  
CHANNELS 24-34. THESE  
POPULAR SATELLITE CHANNELS  
WILL EXTEND YOUR  
VIEWING CHOICE.

HIGHLIGHTS THIS MONTH

YOUR CHOICE

**TV**

PRESS ~~GO~~ HERE TO ORDER  
PRESS ~~GO~~ HERE FOR CHANNELS AND MENUS

1424



*Fig. 27f*

SATURDAY, DECEMBER 28, 1984 6:34PM

**ALA CARTE & PREMIUM CHANNELS**

**CHANNELS 35-44**

**HIGHLIGHTS THIS MONTH**

**PRESS GO ON ANY PREMIUM CHANNEL NUMBER ON THE CHANNELS & MENUS SCREEN FOR INFORMATION AND PRICES.**

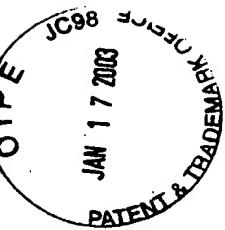
**YOU CAN THEN IMMEDIATELY ENJOY ANY OF THE PREMIUM OR A LA CARTE SERVICES.**

**YOUR CHOICE**

**TV**

**PRESS GO HERE FOR CHANNELS AND MENUS**

1426 ↗



*Fig. 27g*

**THE LEARNING CHANNEL**

T L C

THE LEARNING CHANNEL IS AVAILABLE AS PART  
OF THE ECONOMY PACKAGE OF ELEVEN CHANNELS  
FOR JUST \$7.00 PER MONTH.

YOUR CHOICE

TV

PRESS GO HERE FOR INFO ON PREMIUM ALA CARTE	PRESS GO HERE FOR CHANNELS AND MENUS
---------------------------------------------	--------------------------------------

1428

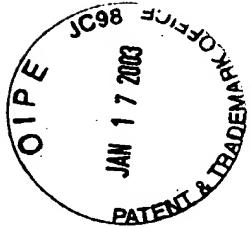
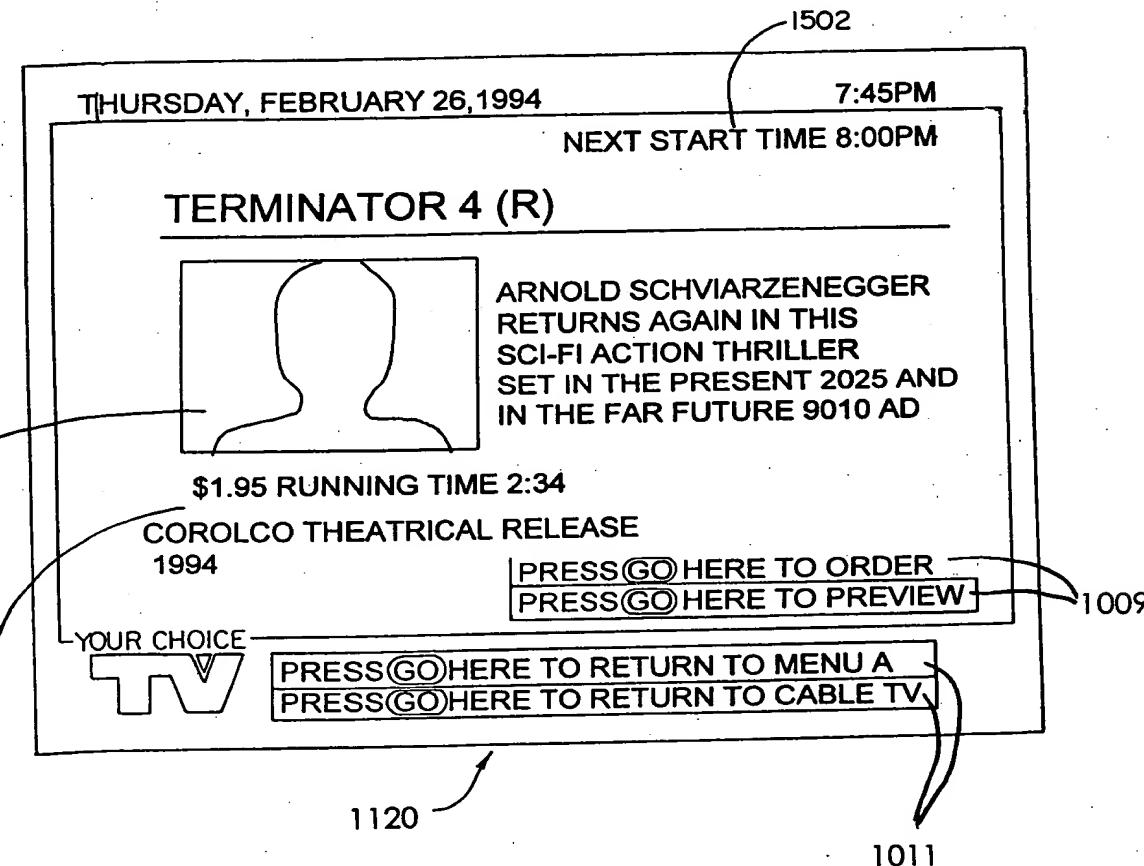
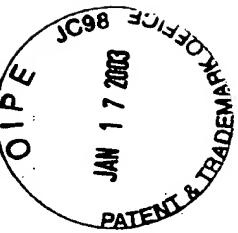
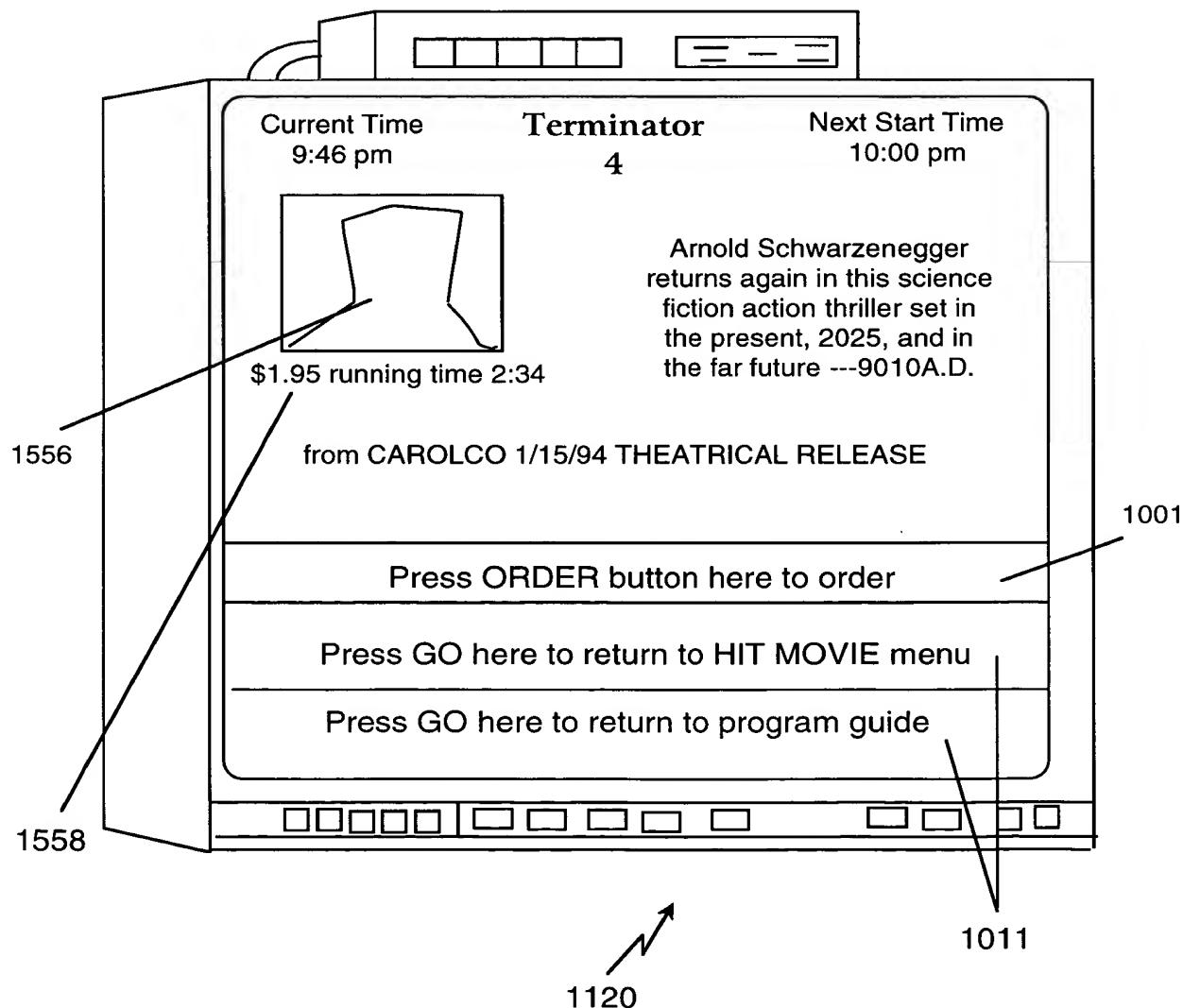


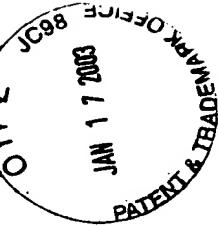
Fig. 28a





*Fig. 28b*



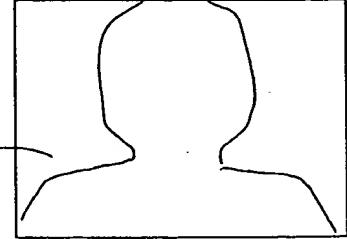


## Fig. 29a

THURSDAY FEBRUARY 26, 1994 7:59PM

YOUR MOVIE WILL BEGIN AT 8:00PM

**TERMINATOR 4 (R)**

1556 

YOUR MOVIE WILL START IN :52

YOU MAY PRESS THE RED **CANCEL** BUTTON DURING THE FIRST 5 MINUTES TO EXIT WITHOUT CHARGE

\$1.95 RUNNING TIME 2:34

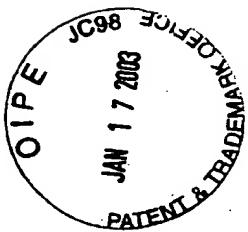
COROLCO THEATRICAL RELEASE 1994

PRESS **GO** HERE TO JOIN IN PROGRESS

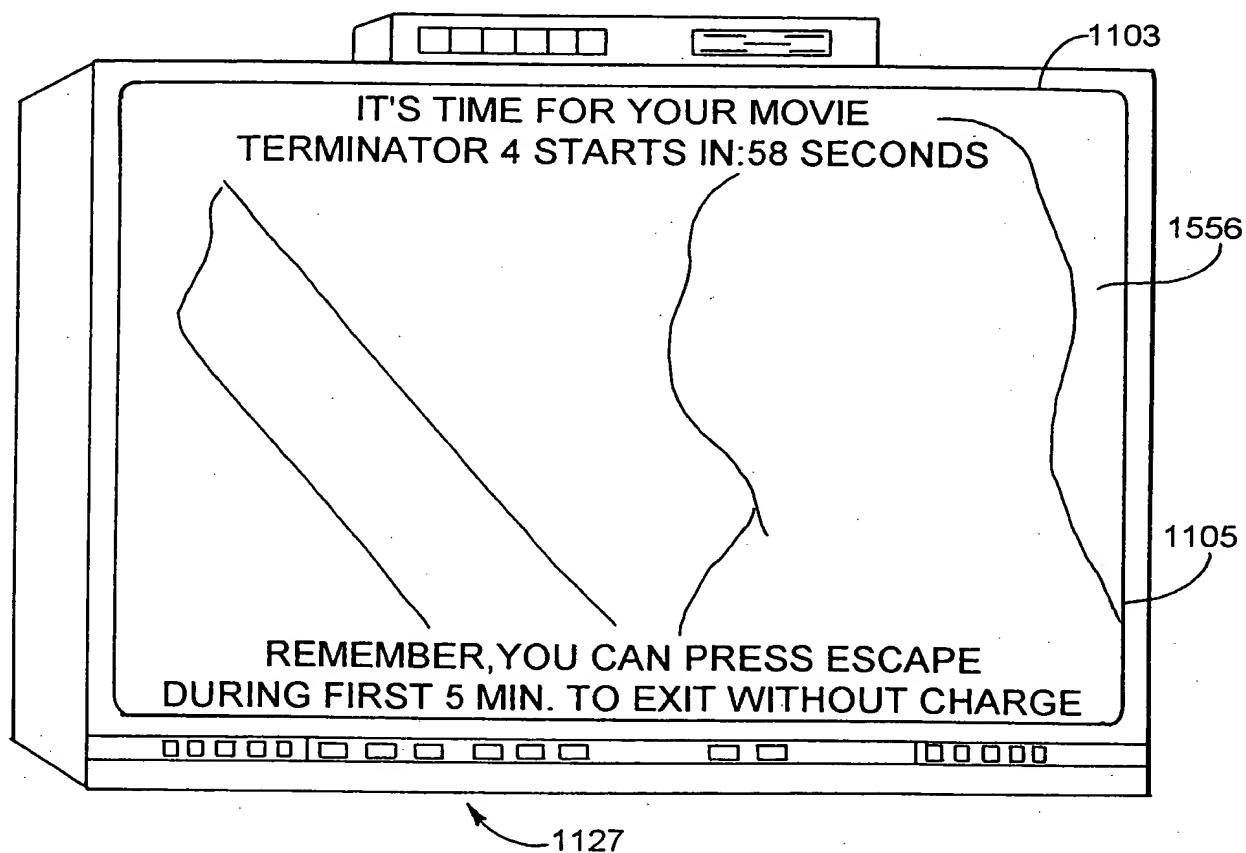
YOUR CHOICE 

PRESS **GO** HERE TO RETURN TO CABLE TV

1127

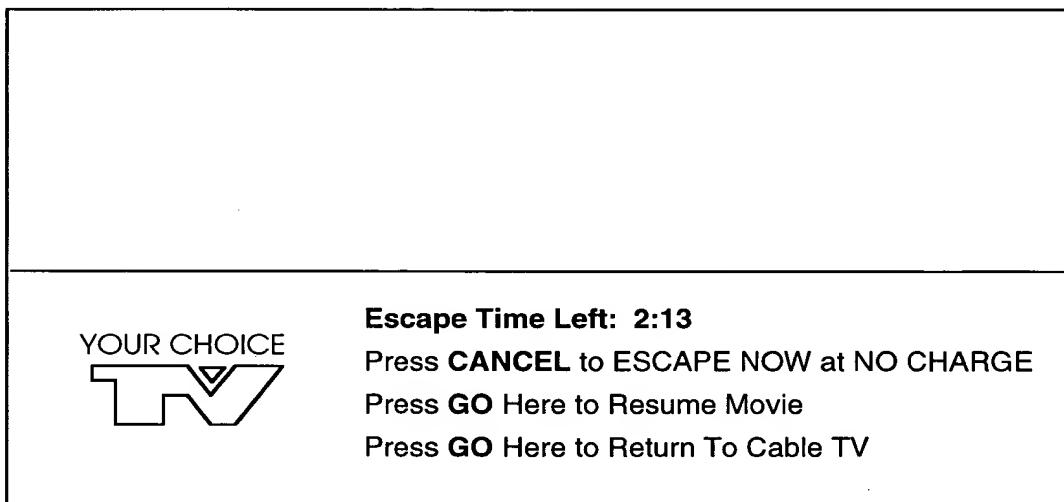


*Fig. 29b*





*Fig. 30a*



1130

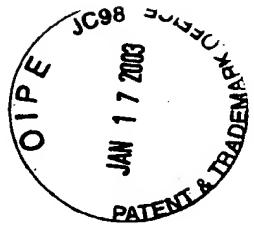
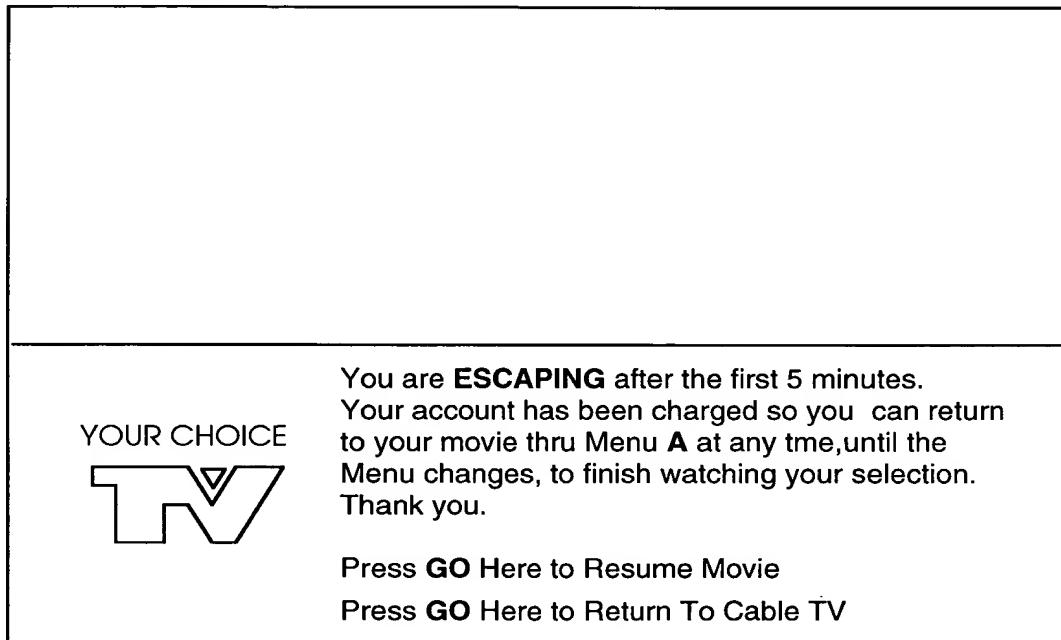
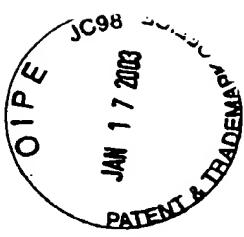


Fig. 30b



1133



## Fig. 30c

THURSDAY FEBRUARY 26, 1994										7:59PM
<b>TERMINATOR 4 (R)</b>										
YOUR ACCOUNT HAS ALREADY BEEN CHARGED FOR THIS SELECTION SO PLEASE ENJOY UNTIL THE MENU CHANGES ON 03/01/94. YOU CAN JOIN THE SELECTION IN PROGRESS AT ANY OF THE FOLLOWING TIMES.										
JUST PRESS <b>GO</b>										
NEXT	1-15	16-30	31-45	46-60	61-75	76-90	91-105	106		
START	MIN	MIN	MIN	MIN	MIN	MIN	MIN	MIN		
TIME	IN	IN	IN	IN	IN	IN	IN	IN	END	
YOUR CHOICE										
<b>TV</b>										
PRESS <b>GO</b> HERE TO RETURN TO CABLE TV										

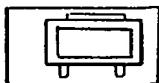
1135



## Fig. 31a

THURSDAY, OCTOBER 26, 1994

8:10PM



HDTV

HIGH DEFINITION TELEVISION

THIS MENU OF SERVICES IS NOT ACTIVE YET AS HDTV WILL NOT BE AVAILABLE UNTIL 1995. THE FCC HAS APPROVED A DIGITAL TRANSMISSION STANDARD FOR THIS REVOLUTIONARY NEW MEDIUM WHICH WILL NEARLY TRIPLE CURRENT TELEVISION RESOLUTION. NEW TELEVISION SETS DISPLAYING HDTV WILL HAVE A WIDER ASPECT RATIO, LIKE A MOVIE THEATER SCREEN.

SEVERAL CABLE NETWORKS LIKE HBO, SHOWTIME, AND DISCOVERY, WILL BE INTRODUCING EXCITING NEW HDTV CHANNELS FOR YOUR ENJOYMENT THROUGH THIS MENU. WE'LL KEEP YOU POSTED.

YOUR CHOICE

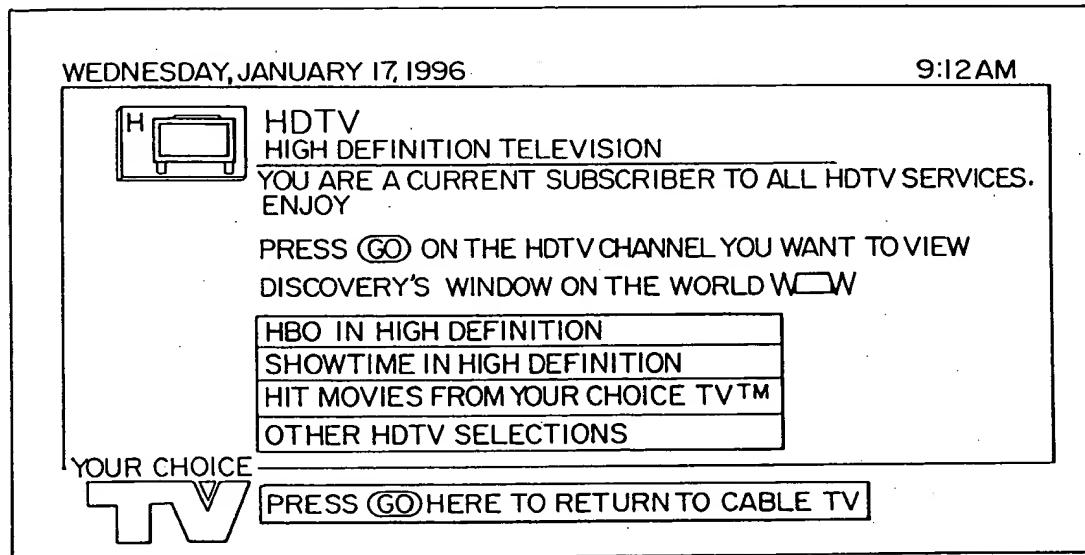


PRESS HERE TO RETURN TO CABLE TV

1032



*Fig. 31b*



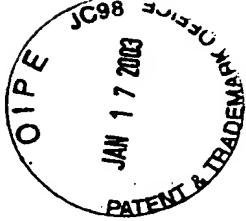
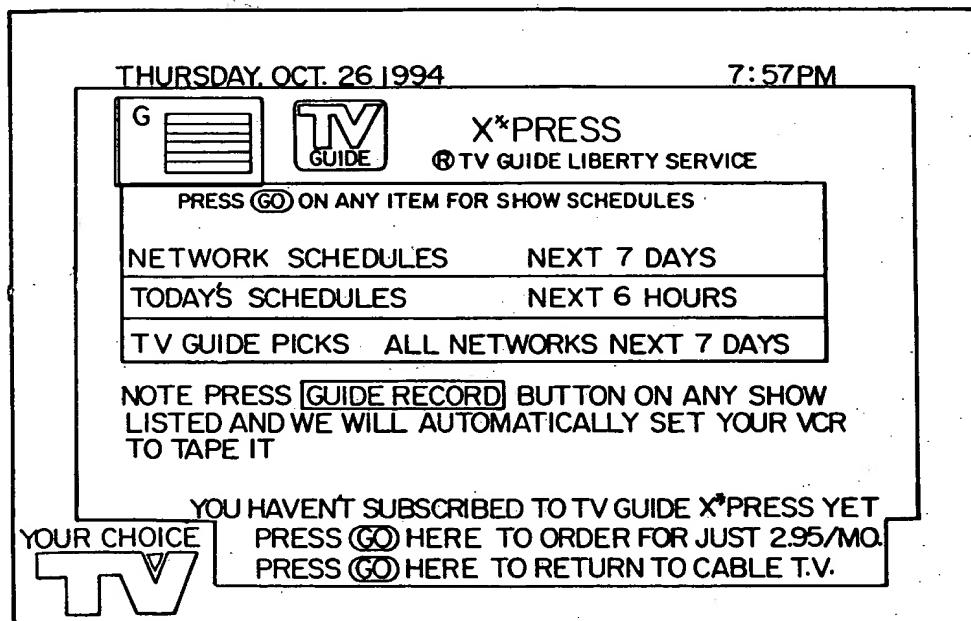


Fig. 32a



1036

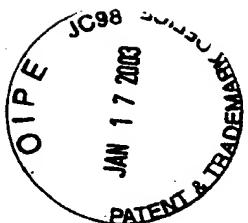


Fig. 32b

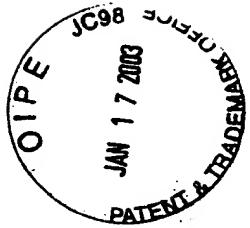
Thursday, October 26, 1994				7:59 PM	
 X*PRESS NETWORK		Press GO on Any Network for Schedule Info			
SCHEDES		13	WJZ/ABC	27	LEARNING
Next 7 Days		14	HEADLINE	28	DISNEY
		15	C-SPAN	29	HBO
2	WMAR/NBC	16	C-SPAN II	30	CINEMAX
3	LOCAL WEATHER	17	WWOR	31	SHOWTIME
4	WRC/NBC	18	ESPN	32	LOCL GOVT.
5	WTTG/FOX	19	NICKELODEON	33	A & E
6	CNN	20	WDCA/IND	34	HITS
7	WJLA/ABC	21	FAMILY	35	WERU/IND.
8	DISCOVERY	22	WMP/PBS	36	WTBS
9	WUSA/CBS	23	LIFETIME	37	NASHVILLE
10	TNT	24	INTERFAITH	38	VH-1
11	WBAL/CBS	25	BET	39	MTV
12	USA	26	WETA/PBS		

YOUR CHOICE 

Press GO Here to Return to Menu G  
Press GO Here to Return to Cable TV

1236





*Fig. 32c*

Thursday, October 26, 1994

7:59 PM

HBO

## PROGRAMMING SCHEDULES Next 7 Days

The TV Guide logo consists of a stylized 'TV' icon inside a rounded square frame, with the word 'Guide' written below it.

X\*PRESS

Press **GO** on Any Network for Schedule Info

TODAY	October 26, 1994
FRIDAY	October 27, 1994
SATURDAY	October 28, 1994
SUNDAY	October 29, 1994
MONDAY	October 30, 1994
TUESDAY	October 31, 1994
WEDNESDAY	November 1, 1994

YOUR CHOICE

A large, stylized 'TV' icon with a downward-pointing arrow inside the 'V' shape, part of the TV Guide logo.

Press **GO** Here for NETWORK SCHEDULES

Press **GO** Here to Return to Menu G - GUIDE

Press **GO** Here to Return to Cable TV

1238

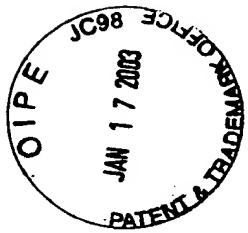


Fig. 32d

Thursday, October 26, 1994 7:59 PM

**PROGRAMMING SCHEDULES Next 7 Days**

**HBO**  **X\*PRESS**

Press **GO** On The Show You Want To Review  
Press **GUIDE RECORD** on Any Show to Automatically Set Your VCR to Tape

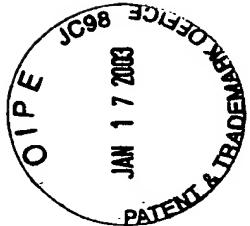
Press **GO** on Arrow Bars to Move Schedule 

8:00 pm	Making of Terminator 4
8:30 pm	Dream On
9:00 pm	Great Fights of the 1980's
9:30 pm	Robin Williams of The Comedy Shop
10:00 pm	Patriot Games (R)
12 Mid	Passenger 57 (R)
2:00 am	JFK (R)
4:00 am	Home Alone II (G)

**YOUR CHOICE** 

Press **GO** Here for HBO 7-day Schedule  
Press **GO** Here for NETWORK SCHEDULES  
Press **GO** Here to Return to Menu G - GUIDE  
Press **GO** Here to Return to Cable TV

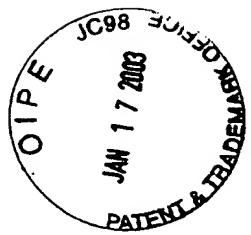
↑  
1242



*Fig. 32e*

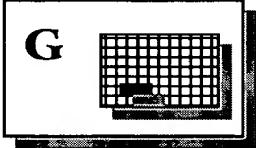
Thursday, October 26, 1994		7:59 PM
HBO	HBO SCHEDULE  X*PRESS	show description
<p>Press <b>GUIDE RECORD</b> on Any Show to Automatically Set Your VCR to Tape</p> <p><b>GREAT FIGHTS OF THE 1980's</b> 9:00 pm 10/26/94 on HBO</p> <p>This 30 minute special takes a look at the great boxing duels of the 1980's. Compiled from HBO's sports library and features Sugar Ray Leonard, the Spinks brothers, Mike Tyson, Boom Boom Mancini and many others. Includes the 10 greatest knockout punches landed in the 80's.</p>		
YOUR CHOICE 		Press <b>GO</b> Here to Return to Schedule Press <b>GO</b> Here to Return to Cable TV

↗  
1244



## Fig. 32f

Thursday, October 26, 1994                            7:59 PM

 Your **GUIDE RECORD** has been activated for:

**9:00 pm GREAT FIGHTS OF THE 1980's**

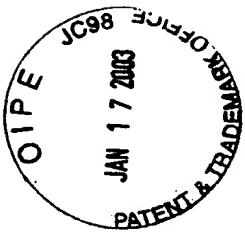
on: Thursday, October 26, 1994  
from: 9:00 pm ET      to: 9:30 pm ET

Make sure your VCR is turned on  
and a tape is loaded

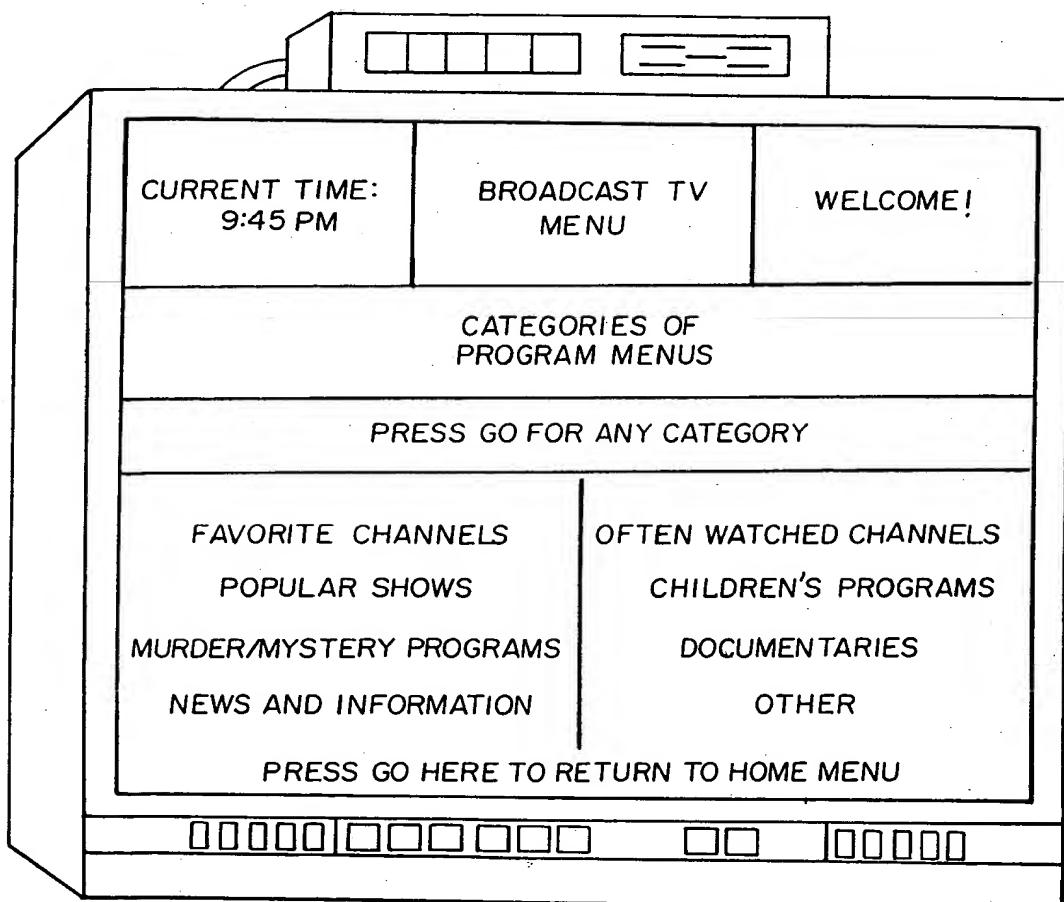
We'll handle the rest!

YOUR CHOICE      Press **GO** Here for GUIDE RECORD Memory  
      Press **GO** Here to Return to Schedule  
                        Press **GO** Here to Return to Cable TV

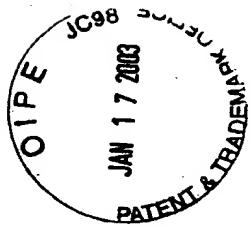
1248



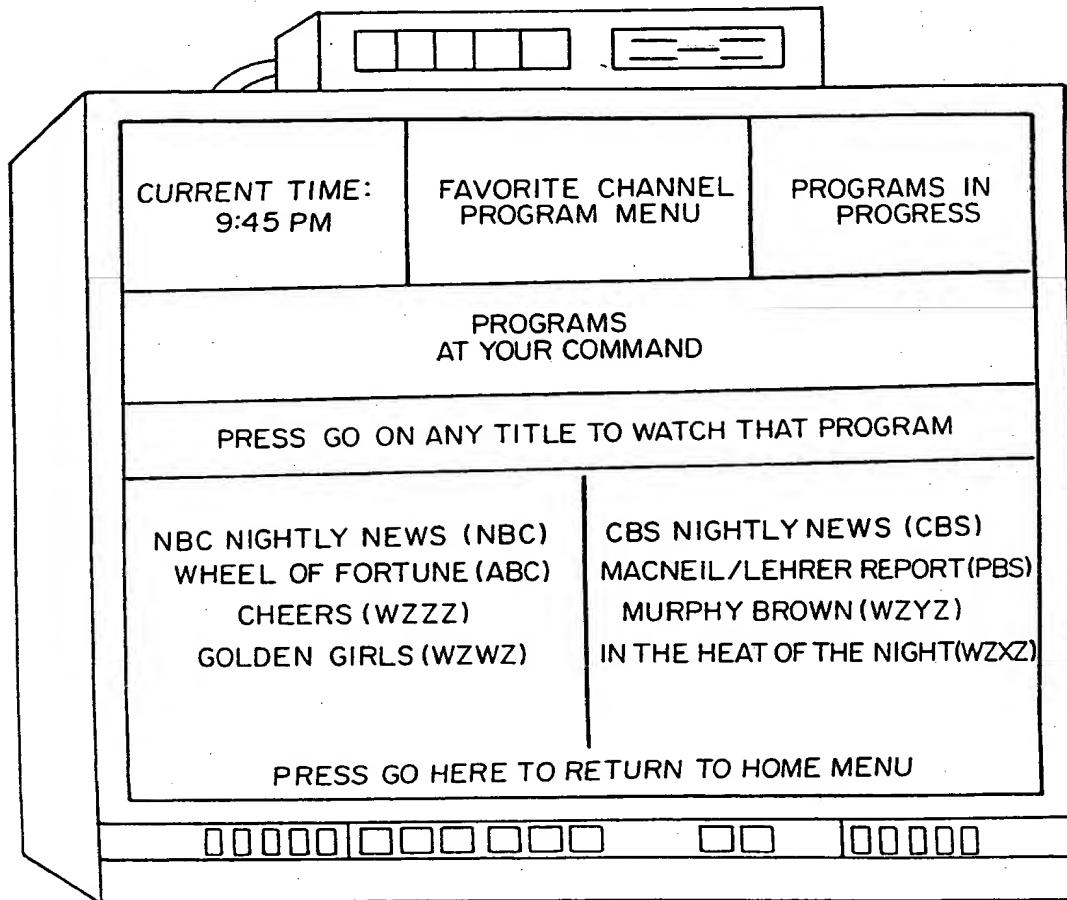
*Fig. 32g*



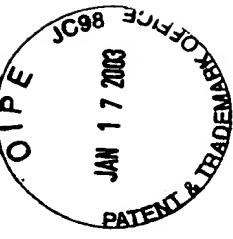
1046



*Fig. 32h*



1256



### MOOD QUESTION MENUS

1260

LENGTH OF PROGRAM DESIRED

SHORT	30 minutes or less
MEDIUM	30 to 60 minutes
LONG	60 minutes or more

Fig. 32i

1262

TYPE OF PROGRAM DESIRED

SERIOUS
THOUGHTFUL
LIGHT

Fig. 32j

1264

DO YOU WISH AN ACTIVE OR  
PASSIVE PROGRAM?

ACTIVE
PASSIVE

Fig. 32k



## Fig. 33a

THURSDAY, OCTOBER 26, 1994 8:00PM

 INTERACTIVE SERVICES  
LEVEL A

THERE ARE THREE LEVELS OF INTERACTIVITY POSSIBLE  
WITH YOUR CABLE TELEVISION DIGITAL CONVERTER.

LEVEL A IS LIVE INTERACTIVITY WITH SPECIALLY  
ENCODED CABLE AND BROADCAST PROGRAMS...  
AVAILABLE WHENEVER YOU SEE THIS SYMBOL...

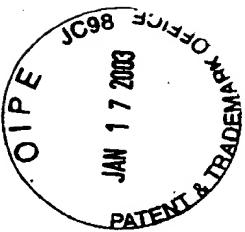


THIS SERVICE OFFERS ENLIGHTENING INFORMATION  
ABOUT PROGRAMS, FUN QUIZZES FOR THE FAMILY,  
GEOGRAPHICAL FACTS, CONTESTS, AND MUCH MORE!

YOUR CHOICE 

PRESS  HERE TO ORDER LEVEL A INTERACTIVITY FOR JUST \$4.95 PER MONTH AND ENJOY INTERACTIVITY IMMEDIATELY
PRESS  HERE FOR MORE INFORMATION
PRESS  HERE TO RETURN TO CABLE TV

1304



## Fig. 33b

THURSDAY, OCTOBER 26, 1994 8:00 PM

 INTERACTIVE SERVICES  
LEVEL B

THIS LEVEL OF INTERACTIVITY ALLOWS  
YOU TO ACCESS A WIDE RANGE OF SERVICES  
INCLUDING:

PRODIGY	ENCYCLOPEDIA
AMERICA ON LINE	ATLAS
X PRESS	SHOPPING CENTER
AIRLINE RESERVATIONS	ASSOCIATED PRESS
HOTEL RESERVATIONS	U.S. YELLOW PAGES

TO TAKE ADVANTAGE OF THESE SERVICES AN INTERACTIVE MODEM IS REQUIRED. THIS IS AVAILABLE FROM YOUR CABLE SYSTEM. FOR INSTALLATION AND PRICE INFORMATION, CONTACT YOUR CABLE SYSTEM TODAY.

YOUR CHOICE  


PRESS  HERE FOR MORE INFORMATION
PRESS  HERE TO RETURN TO CABLE TV

1306



*Fig. 33c*

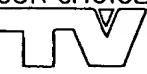
THURSDAY, OCTOBER 26, 1994 8:00 PM

 INTERACTIVE SERVICES  
LEVEL C

YOUR DIGITAL CONVERTER CAN BE CONNECTED TO SPECIALLY ADAPTED CD-1 AND CD-ROM UNITS THAT OFFER AN ENORMOUS RANGE OF MULTI-MEDIA EXPERIENCES FOR YOU AND YOUR FAMILY. YOUR CABLE SYSTEM REPRESENTATIVE CAN DESCRIBE ALL THE DETAILS.

A FREE BROCHURE IS AVAILABLE.

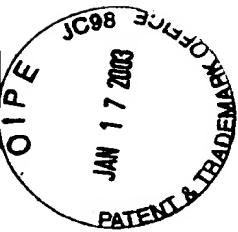
PLEASE CALL TODAY FOR DETAILS.

YOUR CHOICE 

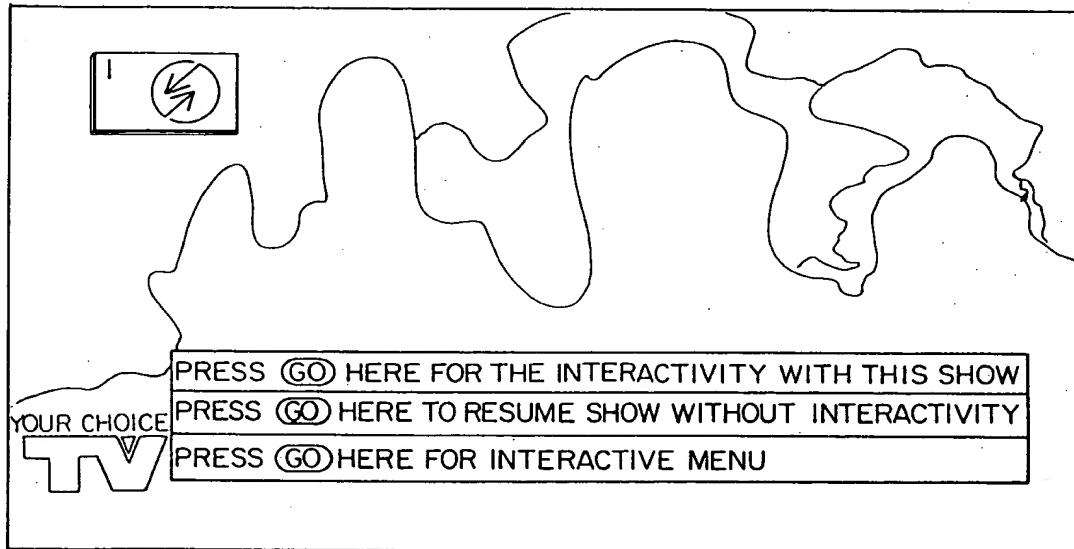
PRESS  HERE TO ORDER LEVEL A INTERACTIVITY FOR JUST \$4.95 PER MONTH AND ENJOY INTERACTIVITY IMMEDIATELY

PRESS  HERE TO RETURN TO CABLE TV

1308



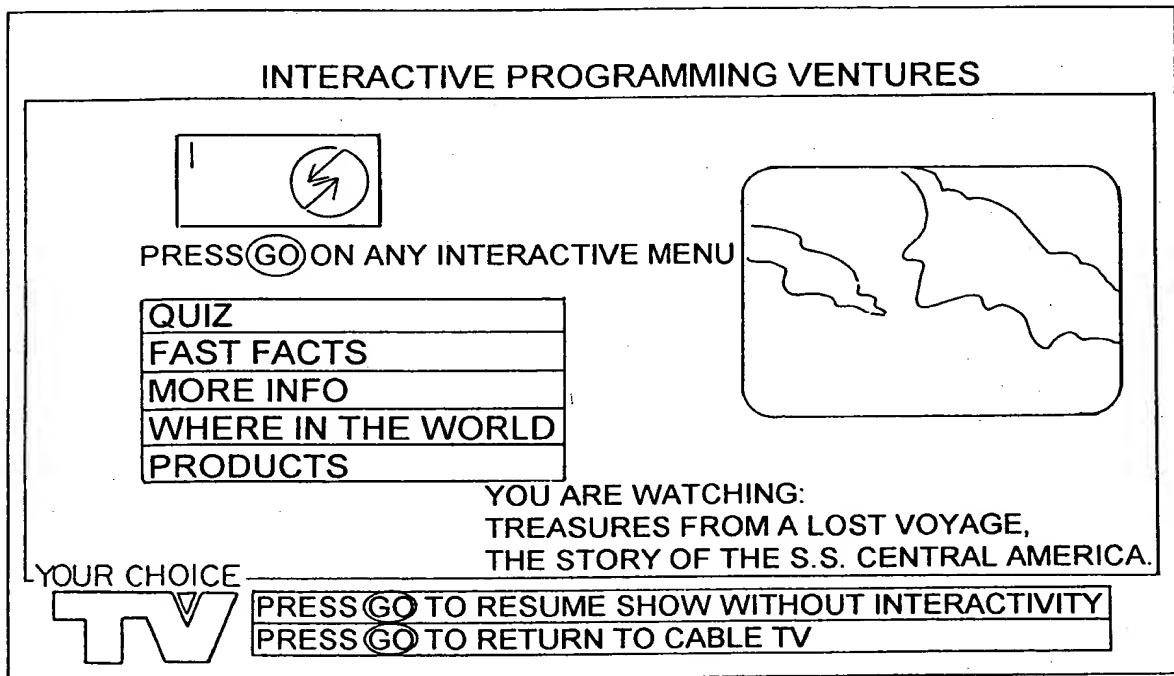
*Fig. 33d*



1310



Fig. 33e



1312



Fig. 33f

INTERACTIVE PROGRAMMING VENTURES

PRESS HERE ON ANY INTERACTIVE MENU

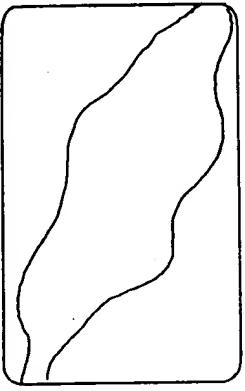
QUIZ

FAST FACTS

MORE INFO

WHERE IN THE WORLD

PRODUCTS



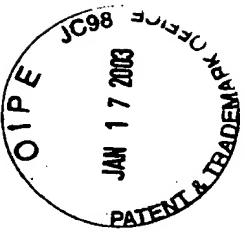
FAST FACTS

IN SEPTEMBER 1857, THE S.S. CENTRAL AMERICA, A SIDEWHEEL PADDLE STEAMER, SANK APPROXIMATELY 160 MILES OFF THE COAST OF THE CAROLINAS. IN ADDITION TO CARRYING 578 PASSENGERS, THE SHIP WAS CARRYING MORE THAN \$1 MILLION WORTH OF GOLD-NOW WORTH ABOUT \$500 MILLION. NOW MORE THAN 100 YEARS LATER, TWO HIGH SCHOOL BUDDIES PUT TOGETHER A SCIENTIFIC TEAM THAT LOCATED THE SHIP AND RECOVERED THE CARGO. END

YOUR CHOICE 

PRESS HERE TO RESUME SHOW WITHOUT INTERACTIVITY

PRESS HERE TO RETURN TO CABLE TV



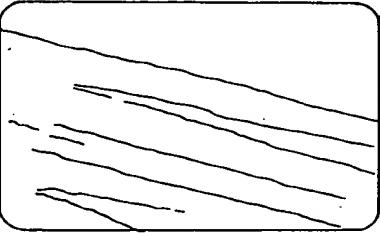
*Fig. 33g*

INTERACTIVE PROGRAMMING VENTURES



PRESS GO ON ANY INTERACTIVE MENU

QUIZ
FAST FACTS
MORE INFO
WHERE IN THE WORLD
PRODUCTS



THE FATE OF THE S.S. CENTRAL AMERICA

THE INCOMING WATER PRODUCED A DEADLY DOMINO EFFECT. THE BOILER FIRES WENT OUT, AND THE ENGINES STOPPED. SINCE THE COAL WAS WET, THE ENGINES COULD NOT BE RESTARTED. WHILE THE SHIP HAD BILGE PUMPS TO GET RID OF THE WATER, THE BILGE PUMPS NEEDED THE ENGINES FOR POWER. SINCE NO POWER WAS AVAILABLE, THE PUMPS COULD NOT PREVENT THE SHIP FROM FLOODING.

YOUR CHOICE

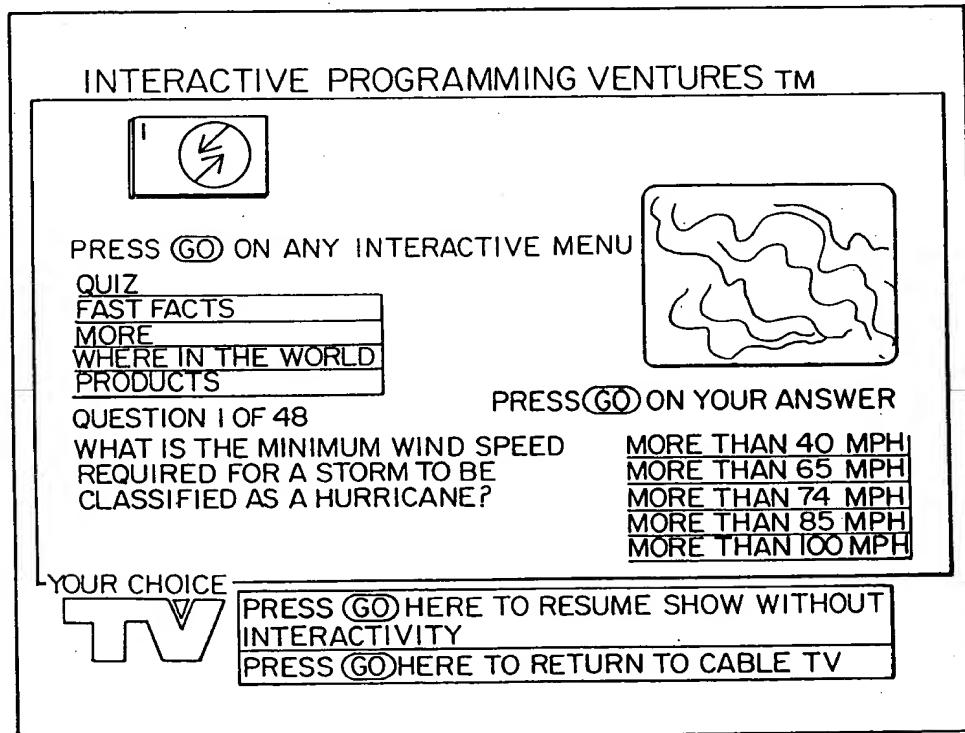


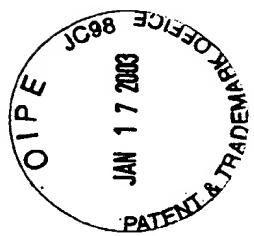
PRESS GO HERE TO RESUME SHOW WITHOUT INTERACTIVITY
PRESS GO HERE TO RETURN TO CABLE TV

1316



Fig. 33h





*Fig. 33i*

INTERACTIVE PROGRAMMING VENTURES TM

**I**

Press GO on any Interactive Menu

QUIZ  
FAST FACTS  
MORE INFO  
WHERE IN THE WORLD  
PRODUCTS

Your Answer:  
More Than 74 mph  
IS CORRECT!

Press GO for:

Another Question  
No More Questions

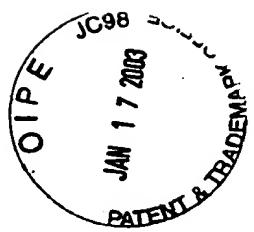
YOUR CHOICE

Press GO Here to Resume Show Without Interactivity  
Press GO Here to Return to Cable TV

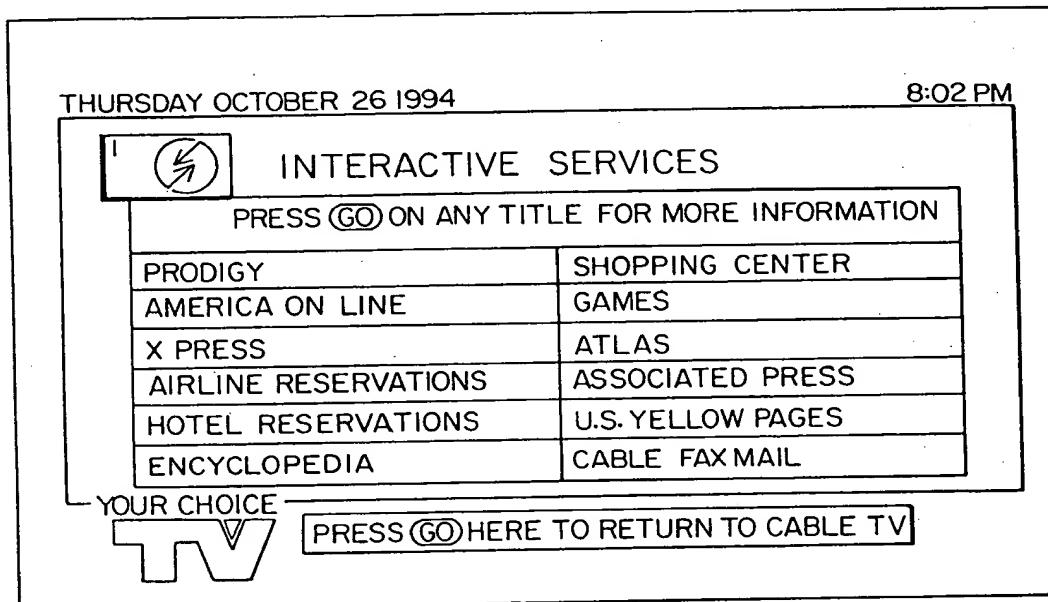
1320



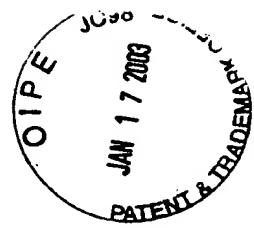




*Fig. 34a*



1330



*Fig. 34b*

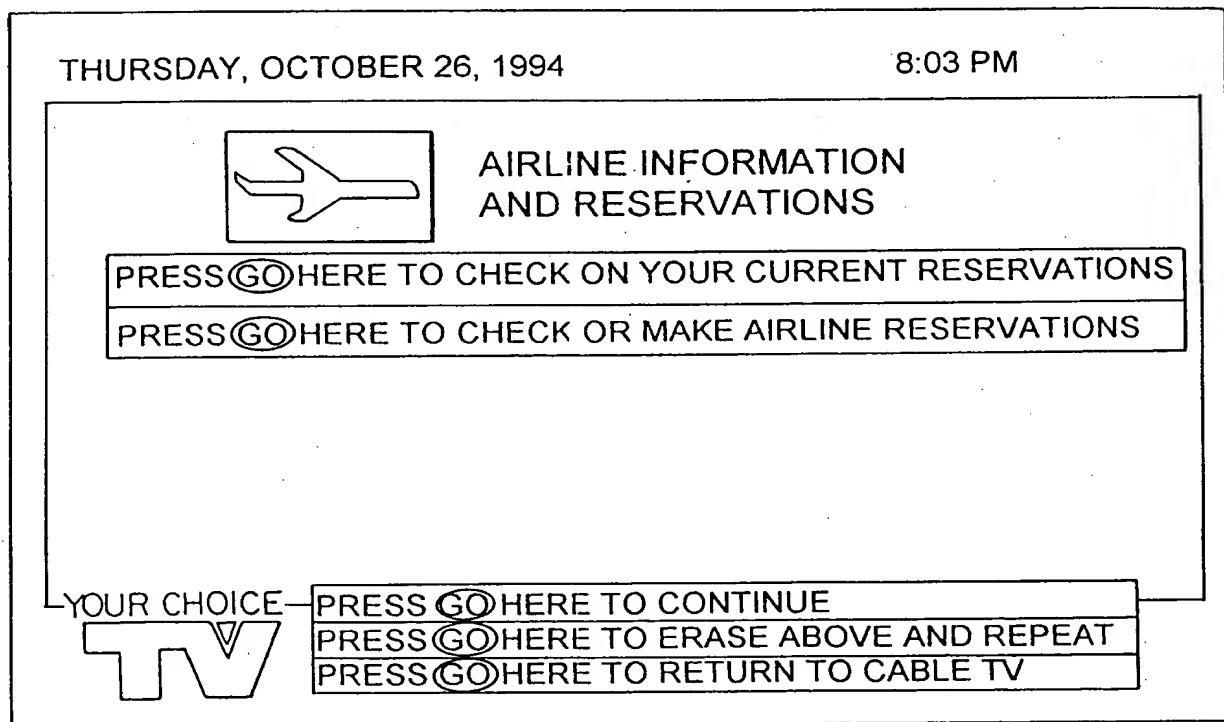


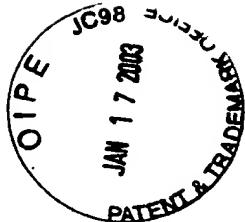


Fig. 34c

Thursday, October 26, 1994		7:59 PM
 AIRLINE INFORMATION AND RESERVATIONS		
Press <b>GO</b> Here to Check on Your Current Reservations		
Press <b>GO</b> Here to Check or Make Airline Reservations		
Domestic Flight      or		International Flight
Press <b>GO</b> on the year of your flight:		
1994                  or		1995
Press <b>GO</b> on the month of your flight:		
JAN    FEB    MAR    APR    MAY    JUN JUL    AUG    SEP    OCT    NOV    DEC		
YOUR CHOICE		Press <b>GO</b> Here to Continue
		Press <b>GO</b> Here to Erase Above and Repeat
		Press <b>GO</b> Here to Return to Cable TV



1334



*Fig. 34d*

Thursday, October 26, 1994 7:59 PM											
 AIRLINE INFORMATION AND RESERVATIONS											
Press GO on the STATE You will DEPART:											
AL	AK	AZ	AR	CA	CO	CT	DE	FL	GA		
HI	ID	IL	IN	IA	KS	KY	LA	ME	MD		
MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ		
SD	TN	TX	UT	VT	VA	WA	WV	WI	WY		
D.C. Press GO on the STATE you will ARRIVE:											
AL	AK	AZ	AR	CA	CO	CT	DE	FL	GA		
HI	ID	IL	IN	IA	KS	KY	LA	ME	MD		
MA	MI	MN	MS	MO	MT	NE	NV	NH	NJ		
SD	TN	TX	UT	VT	VA	WA	WV	WI	WY		
D.C.											
YOUR CHOICE											
Press GO Here to Continue											
 Press GO Here to Erase Above and Repeat											
Press GO Here to Return to Cable TV											

1336



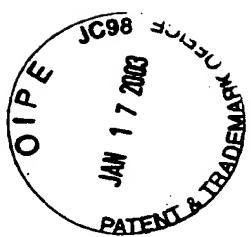


Fig. 34e

Thursday, October 26, 1994 7:59 PM

 AIRLINE INFORMATION AND RESERVATIONS (Continued)

Press GO on the ARIZONA airport you will DEPART:

PHOENIX	FLAGSTAFF	TUCSON
PREScott	YUMA	Minor Airport List

Press GO on the DC airport you will ARRIVE:

NATIONAL	DULLES	BWI
Check Flights to all Three D.C. Airports		

Press GO on your preferred departure time:

Morning	Mid-day	Late aft.	eve/night	anyhtime
---------	---------	-----------	-----------	----------

Press GO on your preferred arrival time:

Morning	Mid-day	Late aft.	eve/night	anyhtime
---------	---------	-----------	-----------	----------

YOUR CHOICE 

Press GO Here to Continue  
Press GO Here to Erase Above and Repeat  
Press GO Here to Return to Cable TV



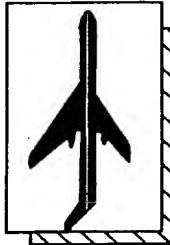


1340

Thursday, October 26, 1994

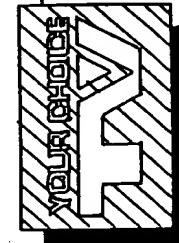
8:04 PM

## AIRLINE INFORMATION AND RESERVATIONS(continued)



Here are your airline flight options for a morning departure  
from Phoenix to Dulles.  
Press on Any Flight to Check Availability and Fare

Depart Time	Arrive Time	Airline	Flight No.	Stops	Connecting Through
6:15AM	1:30PM	AMERICAN	32	0	
7:30AM	2:45PM	AMERICAN	212	0	
8:00AM	3:07PM	DELTA	49	0	
10:30AM	7:15PM	US AIR	285	1	Chicago
11:25AM	6:10PM	UNITED	10	0	
11:45AM	8:40PM	UNITED	77	1	Dallas

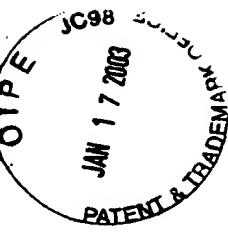


Press Here to Return to Airline Main Menu

Press Here to Return to Menu

Press Here to Return to Cable TV

Fig. 34f

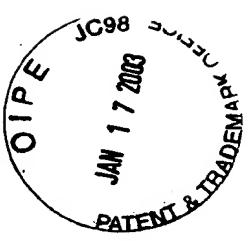


*Fig. 34g*

Thursday, October 26, 1994		7:59 PM
	AIRLINE INFORMATION AND RESERVATIONS (Continued)	
DELTA FLIGHT # 49 from Phoenix to Dulles direct departs 8:00 AM and arrives 3:07 PM		
To check availability, enter month, day and year with your remote - example 03 21 94		
Month:	11	Day: 25 Year: 9
Press GO Here to Erase Above Entries and Repeat Press GO Here if Above Entries are Correct		
YOUR CHOICE	Press GO Here to Return to Airline Main Menu	
	Press GO Here to Return to Menu I Press GO Here to Return to Cable TV	

1342

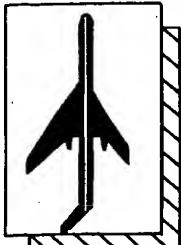




Thursday, October 26, 1994

8:05PM

## AIRLINE INFORMATION AND RESERVATIONS(continued)



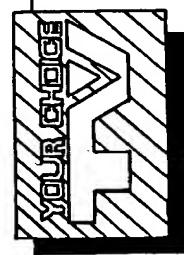
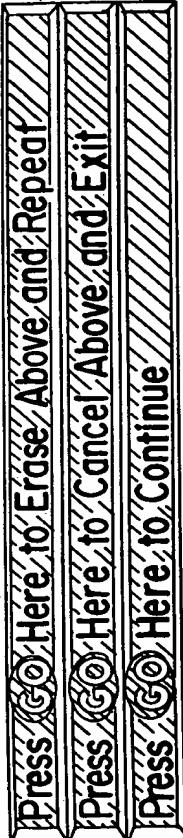
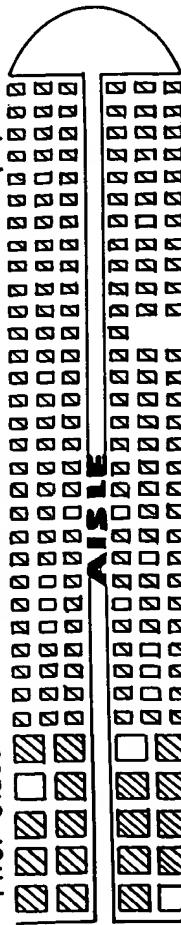
DELTA FLIGHT #49 from Phoenix to Dulles direct  
departs 8:00 AM and arrives 3:07 PM

SEATS AVAILABLE ARE SHOWN IN BLUE

3 First Class Seats Remaining  
15 Coach Class Seats Remaining

Press on Any Blue Seats) to Make Reservations

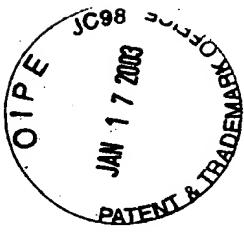
First Class      Coach Class      Aircraft Equipment 757



1344

1152

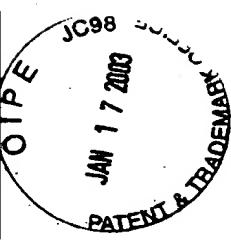
Fig. 34h



*Fig. 34i*

THURSDAY, OCTOBER 26, 1994		8:06PM	
	<b>AIRLINE INFORMATION AND RESERVATIONS (CONTINUED)</b>		
YOU HAVE SELECTED SEATS: 23A,23B DELTA FLIGHT #49 FROM PHEONIX TO WASH. DULLES			
DATE: 11/25/94 DEPARTS 8:00AM AND ARRIVES 3:07PM			
ONE WAY FARE:\$295.00 23A ROUND TRIP FARE: \$419.00 23A			
\$295.00 23B		\$419.00 23B	
TOTAL	\$590.00	TOTAL	\$838.00
PRESS GO HERE TO SELECT <u>ONE WAY</u> OR <u>ROUND TRIP</u>			
TO CONFIRM YOUR RESERVATION:			
YOUR CHOICE 	<input type="checkbox"/> PRESS GO HERE TO CHARGE TO YOUR CREDIT CARD <input type="checkbox"/> PRESS GO HERE AND AN AGENT WILL CALL YOU <input type="checkbox"/> PRESS GO HERE TO EXIT WITHOUT RESERVATION		

1346 →

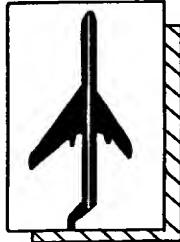


Thursday, October 26, 1994

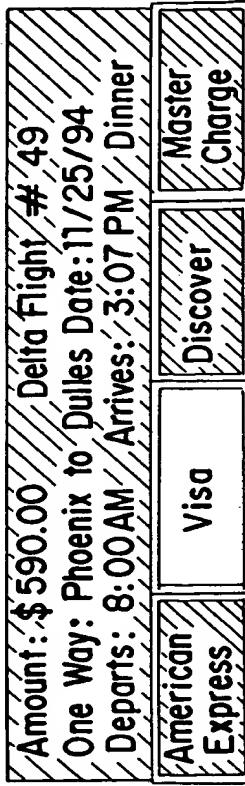
8:06 PM

## AIRLINE INFORMATION AND RESERVATIONS(continued)

### CREDIT CARD CHARGE



Press on  
Credit Card You  
Want to Use:



Enter Your Credit Card Number:

Enter Expiration Date (example 09997):  
2 1 7 7 3 5      Month:      Year:

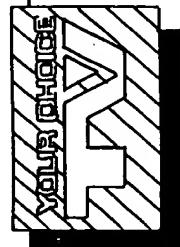
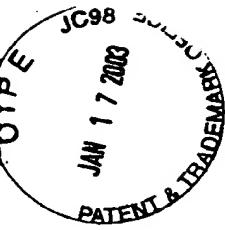
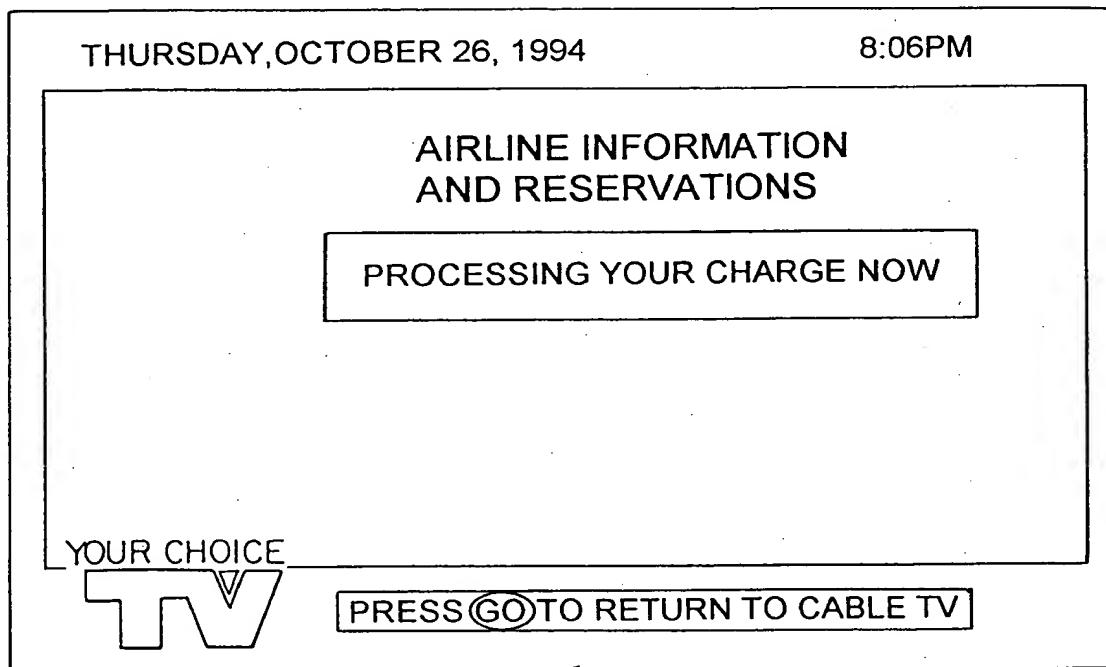
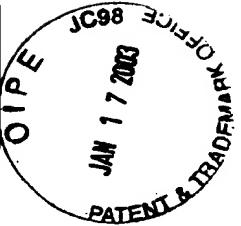


Fig. 34j



*Fig. 34k*





*Fig. 34l*

Thursday, October 26, 1994 8:06 PM

 AIRLINE INFORMATION AND RESERVATIONS

Your flight has been booked, seats reserved,  
and your credit card has been charged.  
This is your confirmation #R03574661

Press **GO** Here to pick up your tickets at the Delta airport counter  
Press **GO** Here to have your tickets mailed to you

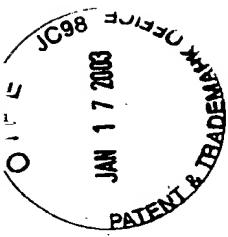
For your convenience: Press **GO** Here to store your credit card #  
**IN MEMORY** for your next reservation

You can recheck your reservation through  
**MENU I**, Airline Reservations

**YOUR CHOICE**

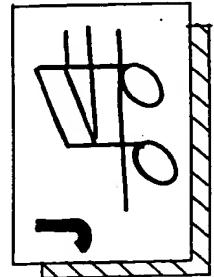
 Press **GO** Here to Return to Cable TV

1352



Thursday, October 26, 1994

8:08 PM



## DMX Demonstration

Here are the menu options you'll enjoy:

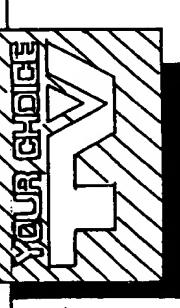
Press On the station you want

Hard Rock	Easy Listening	New Age	Country Top 40	Rhythm and Blues	Classical
Top 5 Rock	Heavy Metal	Instrumentals	Favorite Light Rock	Blues	Classical Piano
Top 10 Rock	Metal		Country Classics	Legends	Classical Strings
Top 40 Rock Classics		Easy List. Favorites	Country Classics	Soul	Classical
Rock	Classics		Beatles Only	Souls	Guitar
Rap	Rap	Jazz	Legends	Bluesgrass	Classical
Rock	Rap	50s	60s	'70s	'80s
30s	40s	Disco	Polka	Dance	Teen Dance
Waltz	Latin		Reggae	Fever	

You are Listening to:  
**MAGGIE MAY by Rod Stewart 1972**  
More Information on Current Artist/Song

Screen ON/OFF

All this for just \$ 4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.



Press Here to Order DMX

Press Here to Return to Cable TV

Fig. 35a

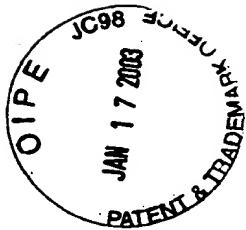
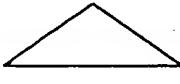


Fig. 35b

THURSDAY, OCTOBER 26, 1994 8:08PM

 **MUSIC FROM DMX** 

DIGITAL MUSIC EXPRESS

WHEN YOU ORDER DMX YOU WILL INSTANTLY BE ABLE TO ACCESS ALL THE DIFFERENT STATIONS THROUGH MENU 1. TO ENHANCE LISTENING ENJOYMENT, YOU MIGHT WANT TO CONNECT YOUR STEREO SPEAKERS TO YOUR TV SET. IF YOU LISTEN TO MUSIC IN A DIFFERENT ROOM OR IF YOU WANT TO WATCH TV IN ONE ROOM WHILE ANOTHER FAMILY MEMBER LISTENS TO DMX IN A SEPERATE ROOM, A TUNER ATTATCHMENT IS AVAILABLE FROM YOUR CABLE SYSTEM. IN ANY EVENT, ORDER DMX TODAY FOR ONLY \$4.95 PER MONTH AND ENJOY COMMERCIAL-FREE DIGITAL RADIO INSTANTLY.

YOUR CHOICE 

PRESS  HERE FOR A FREE DEMO OF DMX, DIGITAL MUSIC EXPRESS
-------------------------------------------------------------------------------------------------------------------------------------------------

1400



## Fig. 35c

THURSDAY, OCTOBER 26, 1994 8:08PM

### MUSIC FROM DMX

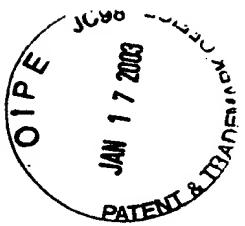
DIGITAL MUSIC EXPRESS

IMAGINE OVER 40 STATIONS OF MUSIC DELIVERED TO YOUR HOME IN STUNNING DIGITAL QUALITY-WITH NO COMMERCIAL INTERRUPTIONS. THIS IS DMX (DIGITAL MUSIC EXPRESS) AND IT IS AVAILABLE NOW THROUGH YOUR CABLE SYSTEM. EACH STATION HAS ITS OWN FORMAT-ROCK,CLASSICAL,COUNTRY,SOUL,RAP, EASY LISTENING,JAZZ,NEW AGE,BIG BAND ERA, DANCE,AND MANY OTHERS-SO THERE WILL ALWAYS BE SOMETHING PLAYING THAT YOU WILL ENJOY.

YOUR CHOICE 

PRESS [GO](#) HERE FOR MORE INFORMATION  
PRESS [GO](#) HERE TO RETURN TO CABLE TV

1404



*Fig. 35d*

Thursday, October 26, 1994 8:09 PM

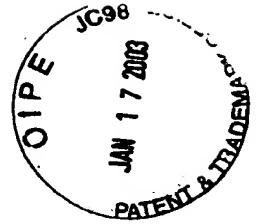
<b>DMX Demonstration</b>						
		Here are the menu options you'll enjoy:				
Press GO On the station you want						
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rhythm and Blues	Classical
Top 10	Heavy Metal	Instru-mamentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to:  
 PIANO CONCERTO by Rachmaninoff No. 3 op. 30 1909

More Information on Current Artist/Song      **Screen ON/OFF**  
 All this for just \$4.95 per month. Less than 1/2 the cost of one CD!  
 ORDER NOW.

YOUR CHOICE

Press GO Here to Order DMX  
 Press GO Here to Return to Cable TV



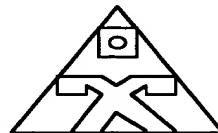
*Fig. 35e*

**Thursday, October 26, 1994**

8:09 PM



## **DMX Demonstration**



Here are the menu options you'll enjoy:

**Press GO On the station you want**

Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical
Top 10	Heavy Metal	Instrumentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

Seirgei Rachmaninoff was born in Onega, Russia on April 9, 1873. He was a pianist, composer and a conductor. Rachmaninoff composed the Third

**More Information on Current Artist/Song      Screen ON/OFF**  
All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

**YOUR CHOICE**

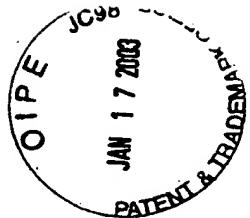


[Press GO Here to Order DMX](#)

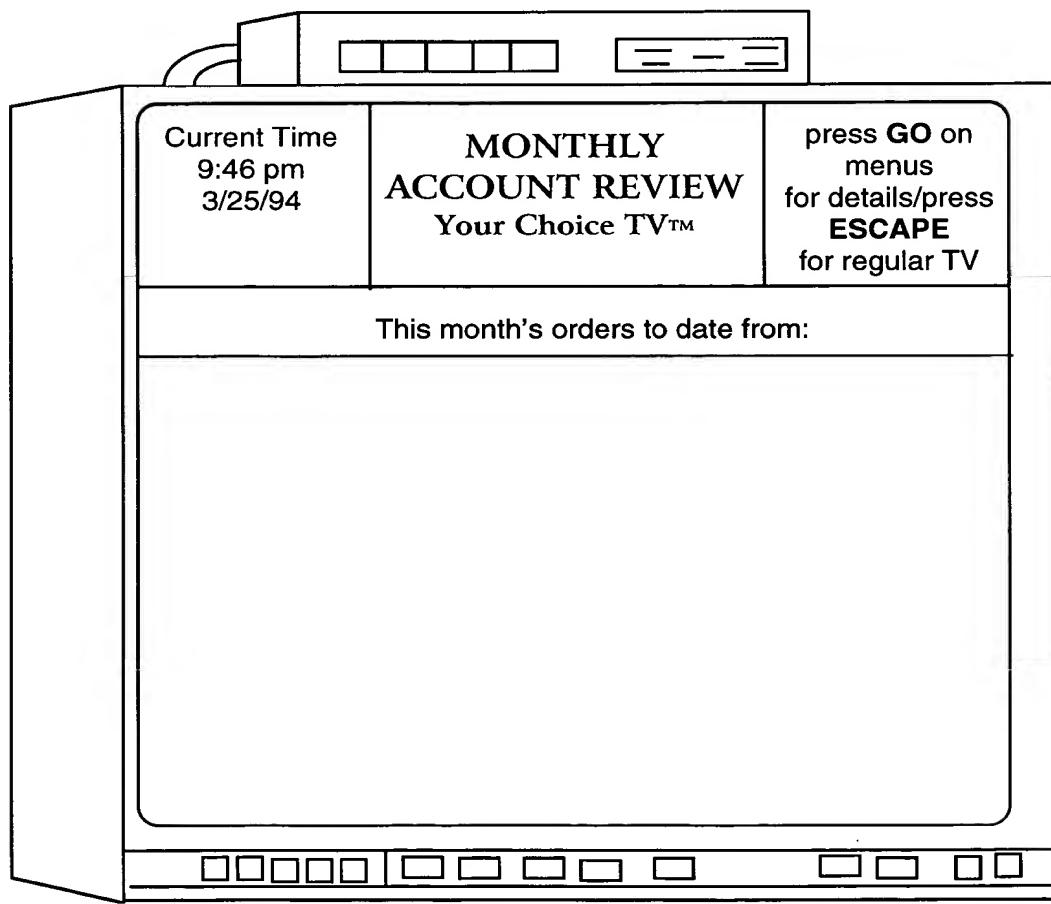
[Press GO Here to Order BMX](#)

1412

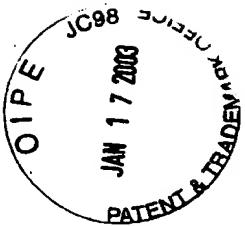




*Fig. 36b*



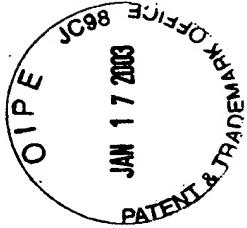
1612



*Fig. 37a*

Thursday, October 26, 1994                                    8:30 PM																							
	<b>MONTHLY ACCOUNT REVIEW</b>																						
Menu A - Hit Movies																							
<table><tbody><tr><td>10-01-94</td><td>Four Score</td><td>2.25</td></tr><tr><td>10-04-94</td><td>Home Alone</td><td>2.25</td></tr><tr><td>10-09-94</td><td>You and Me</td><td>2.25</td></tr><tr><td>10-13-94</td><td>Godfather 5 (premiere)</td><td>7.50</td></tr><tr><td>10-13-94</td><td>Detective Smith</td><td>2.25</td></tr><tr><td>10-26-94</td><td><u>Terminator 4 - 20%</u></td><td><u>1.80</u></td></tr><tr><td colspan="2"><b>TOTAL</b></td><td><b>18.30</b></td></tr></tbody></table>			10-01-94	Four Score	2.25	10-04-94	Home Alone	2.25	10-09-94	You and Me	2.25	10-13-94	Godfather 5 (premiere)	7.50	10-13-94	Detective Smith	2.25	10-26-94	<u>Terminator 4 - 20%</u>	<u>1.80</u>	<b>TOTAL</b>		<b>18.30</b>
10-01-94	Four Score	2.25																					
10-04-94	Home Alone	2.25																					
10-09-94	You and Me	2.25																					
10-13-94	Godfather 5 (premiere)	7.50																					
10-13-94	Detective Smith	2.25																					
10-26-94	<u>Terminator 4 - 20%</u>	<u>1.80</u>																					
<b>TOTAL</b>		<b>18.30</b>																					
Note: Menu A changes on 11/01/94 YOUR 20% DISCOUNT NOW IN EFFECT																							
YOUR CHOICE																							
	Press GO Here for Account Review																						
Press GO Here to Return to Cable TV																							

1614



*Fig. 37b*

